

## OF NOTE



### Even slower snail mail?

More packages, higher prices and longer delivery times — those are among the plans announced last week by the U.S. Postal Service to overhaul the agency and avoid more than \$100 billion in projected losses over the next decade. Postmaster General Louis DeJoy said the strategy would help the Post Office break even.

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# COVID effect on women termed 'she-cession'

**Brice Wallace**  
*The Enterprise*

The celebration of International Women's Day earlier this month recognized the contributions of women to Utah's economy, but it also was muted by the economic troubles women have confronted because of COVID-19.

During an online event by the Women's Business Center of Utah in collaboration with World Trade Center Utah and coworking space Maven Create, speakers lamented the pandemic setting back economic and career gains made by women. Lt. Gov. Deidre Henderson said the pandemic-caused "she-cession" was responsible for "effectively wiping out 30 years of [women's] economic progress in nine months."

"Women in Utah have a long track record of doing, not just talking, and there's plenty more to do," she said. That has occurred despite low college graduation rates, high domestic violence rates and unequal pay for equal work, "and that was before COVID-19," Henderson said.

"We know that nationally women are bearing the economic burden of this pandemic, with four times more women than men leaving the workforce to care for their families as child care options evaporate and schools shift online."

A recent study by accounting software firm Freshbooks found that nationally, women are more likely to be caring for children or the elderly during the pandemic, resulting in nearly three times longer to recover from the financial setbacks brought on by COVID-19 compared to businesses owned by men.

Sixty-nine percent of surveyed women said their business has seen a decrease in revenue or clients since the pandemic began, while the figure for men was 59 percent. Nearly 60 percent of women say it will take them longer than six months to recover their business to pre-COVID levels, compared to 47 percent of men.

But as Utah and the nation emerge

see **WOMEN** page 19



*Salt Lake City-based BioFire Diagnostic's nasal swab COVID-19 test has been in use under an Emergency Use Authorization since early in the pandemic. The test has now been given full clearance by the FDA to be marketed beyond the current public health emergency — the first in the nation to receive the clearance.*

## BioFire's COVID-19 test first in U.S. to get full FDA clearance

BioFire Diagnostics, a Salt Lake City-based clinical biological diagnostics firm, has become the first company to receive full de novo clearance by the U.S. Food and Drug Administration for a COVID-19 test. BioFire's Respiratory Panel 2.1 is the first SARS-CoV-2 diagnostic to transition from an Emergency Use Authorization (EUA) status and be permitted to be marketed be-

yond the public health emergency. All other tests currently being conducted in the U.S. are done under EUA status which ends when the current public health emergency ends. All test developers will need to get their diagnostics authorized in order to sup-

## Saraya to open first U.S. factory in Orem in June

A Japan-based company will expand in Orem over the next three years, adding 140 jobs in Orem.

Saraya USA Inc., doing business as Lakanto, will open a manufacturing and distribution operation at a leased 133,000-square-foot building under construction in Orem and expects to move in in June.

The \$25 million project will feature production of the company's sweetener and related products starting in October. The Orem facility will be the company's first sweetener factory in the United States. The company currently has 80 Utah employees, primarily in sales and marketing.

Founded in 1952 with its headquarters in Osaka, Japan, the company produces granola and other health-food products and sweeteners containing monk fruit, a non-glycemic natural sweetener. Saraya also makes hygiene products and personal protective equipment.

"We looked all over the country for the best location, including Kentucky and California, where some of our divisions already operate," Adam Klimkowski, Saraya general manager of international, said in a prepared statement. "We have had a positive experience with Utah's workforce since 2015, and we were attracted by the strength

see **BIOFIRE** page 19

see **SARAYA** page 18



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## COVID-19 AND UTAH - NEWS AFFECTING YOUR BUSINESS & YOUR EMPLOYEES

### SBA opens page for Shuttered Venue Operators Grant application process

The U.S. Small Business Administration has opened a landing page for the Shuttered Venue Operators Grant (SVOG) application portal in anticipation of opening applications for the much-anticipated critical economic relief program on April 8. The SVOG funds have been allocated for relief to arts and entertainment venues closed by the COVID-19 pandemic.

“Help is here for venue operators hit hard by the COVID-19 pandemic. The SBA has worked diligently to build the Shuttered Venue Operators Grant program from the ground up to assist and address the diverse eligibility requirements of each type of applicant and we will open for applications on April 8,” SBA Administrator Isabella Casillas Guzman said. “The SBA knows these venues are critical to America’s economy and understands how hard they’ve been impacted, as they were among the first to shutter. This vital economic aid will provide a much-needed lifeline for live venues, museums, movie theaters and many more.”

“We have been working very closely with our Utah art and entertainment venues as well as other businesses in the industry. We have all patiently waited and prepared for the SVOG application to open,” said Marla Trollan, SBA Utah district director. “We understand how vital this relief is to these businesses and will continue to work diligently in getting them the assistance they need to stay open and recover during this time.”

Prior to the official SVOG application opening, the SBA will host a national informational webinar to highlight the application process for potential eligible entities from 4:30-6 p.m. MST on March 30. Information about registering for the event is available on the SBA website.

The SVOG program was established by the Economic Aid to Hard Hit Small Businesses, Nonprofits and Venues Act, which appropriated \$15 billion for it. President Biden’s American Rescue Plan Act added \$1.25 billion to the program.

Full details are available from the local SBA website at <https://www.sba.gov/offices/district/ut/salt-lake-city>.

### Weber State tracking COVID-19 effects on Weber County residents

Weber State University’s Center for Community Engaged Learning Research Extension (CCEL-RE), an office created to meet data and research needs of community partners and nonprofit organizations, has launched an online dashboard to provide a better picture of exactly how the pandemic has impacted residents of Weber County. The dashboard features charts and graphs with data regarding hospitalizations, unemployment rates, evictions and more.

“More than 500,000 people in the United States have died, and some kids have been out of school since March 2020, learning virtually,” said Katharine French-Fuller, CCEL-RE director. “We need to have a comprehensive understanding of how this is impacting our community.”

Weber State researchers plan to update the dashboard monthly and insert new data as it becomes available. They hope to soon add a heat map to show eviction rates by location in the county.

CCEL-RE collects information from a variety of sources, including government agencies and nonprofit organizations. Much of the data shows a severe impact on women and people of color, French-Fuller said.

“We have aggregated the data for hospitalizations and COVID-19 cases by ethnicity, gender and language spoken by the patient, and all of that helps us understand the inequity,” said Yesenia Quintana, data and community research coordinator.

As the dashboard went online in February, females

had a higher number of total COVID-19 cases (13,208) than males (12,157). Compared to residents who identify as white, residents who are American Indian or Native Alaskan were four times as likely to be hospitalized due to COVID-19, while Hispanic/Latinx residents were three times as likely to be hospitalized.

While the dashboard helps show which areas and populations have been hit the hardest, it doesn’t explain how those issues were caused. Researchers hope local agencies and academics will use the data to discover ways to help find solutions to the difficult issues that residents are facing.

The dashboard can be accessed at <https://www.weber.edu/ccel/covid-dashboard.html>.

### Plans proceeding for Stadium of Fire, other July 4 events to return

The 40th anniversary of the July 4 Stadium of Fire show at Brigham Young University’s LaVell Edwards Stadium was a victim of the COVID-19 pandemic last year, but organizers of Provo’s America’s Freedom Festival, which produces the Stadium of Fire, said the event will return this year.

“There were a lot of disappointed families last year who make this part of their tradition,” said Jim Evans, executive director of the festival. “This would help to let people know that we’re one large step forward to getting back toward normal, what they used to do. Because by having some of these events, it lets them know, hey, we really do see a light at the end of the tunnel.”

Organizers aren’t quite sure how the show will look this year. Last year’s star attraction, country band Rascal Flatts, is booked elsewhere. Evans said the festival is looking for a replacement. Also unknown is how many seats will be allowed to be filled in the stadium for the event, which will be held July 3 because the holiday falls on Sunday.

In its recent session, the Utah Legislature passed a bill that ends the statewide mask-wearing mandate on April 10, so other event organizers are moving forward with plans. The committee for the annual Days of ’47 Pioneer Day celebration have announced plans for both the downtown Salt Lake City parade and the traditional rodeo to go forward.

Plans for other events around the state are also going forward. Officials in places like Magna and Huntsville have announced that their annual Independence Day celebrations will return in 2021.

### Despite reports, state agencies say there have been no vaccine deaths

In a recent joint statement from the Utah Department of Health and the state Office of the Medical Examiner, the agencies said there have been no COVID-19 vaccine-related deaths in the state. The statement followed reports that a 39-year-old Utah woman died shortly after her second vaccine dose. The medical examiner apparently ruled that death was not related to the vaccine, saying the office recently completed investigations into “reported deaths where the decedent had recently received the COVID-19 vaccine.” The agencies can’t legally discuss details of the investigations without family permission, the release said.

“The OME has determined there have been no deaths caused by the COVID-19 vaccines to date in Utah,” the statement said. “The OME is committed to investigating any deaths that fall under its jurisdiction where decedents had recently received the COVID-19 vaccine. The COVID-19 vaccines are safe and effective. They are how we will end this pandemic.”

The statement adds that the agencies will continue to investigate reported vaccine side effects and provide “absolute transparency” about them. The state agencies say

that public confidence in the vaccine is “critical.”

“To that end, we call on members of the media to wait for all the facts to be known prior to reporting information that could lead to undue diminished confidence in these life-saving vaccines,” the medical examiner’s office said.

### AstraZeneca vaccine overcoming European troubles, to seek EUA soon

Reuters has reported that AstraZeneca’s COVID-19 vaccine performed better than expected in a major late-stage trial, potentially paving the way for its emergency use authorization in the United States and bolstering confidence in the shot after numerous setbacks in Europe.

The drug maker said that trials in Chile, Peru and the United States found the vaccine, developed in conjunction with Oxford University, was 79 percent effective in preventing symptomatic COVID-19 and posed no increased risk of blood clots. AstraZeneca intends to request U.S. emergency use authorization in the coming weeks.

More than a dozen European countries, including Germany and France, had halted the use of the AstraZeneca vaccine earlier this month after some reports linked it to blood clots in a very small number of people. They have since resumed inoculation after a regional regulator said it was safe. An opinion poll conducted showed Europeans remained skeptical over its safety.

The latest data should help address some of those concerns, analysts said. Based on more than 32,000 people, the trial was larger and elderly volunteers featured more prominently than in previous trial results from the U.K., which had prompted some European countries to initially hold back using the AstraZeneca shot on older people.

### CDC's 3-foot desk spacing ruling will help get Utah kids back in school

The Centers for Disease Control and Prevention has relaxed its social distancing guidelines for schools. The federal agency now says students can sit 3 feet apart in classrooms, changing the 6-foot standard that had forced some schools to remove desks, stagger scheduling and take other steps to keep children away from one another.

In recent months, schools in some states have been disregarding the CDC guidelines, using 3 feet as their standard. Studies of what happened in some of them helped sway the agency, said Greta Massetti, who leads the CDC’s community interventions task force.

While there is evidence of improved mental health and other benefits from in-person schooling, “we don’t really have the evidence that 6 feet is required in order to maintain low spread,” she said.

The new guidelines also remove recommendations for plastic shields or other barriers between desks. “We don’t have a lot of evidence of their effectiveness” in preventing transmission, Massetti said. The CDC said 6 feet of distance should still be maintained in common areas, such as school lobbies and when masks can’t be worn, such as when eating. Also, students should continue to be spaced 6 feet apart in situations where there are a lot of people talking, cheering or singing, all of which can spread droplets containing the coronavirus. That includes chorus practice, assemblies and sports events.

The CDC guidance had been problematic for many Utah schools that traditionally had 25, 30 or more children per classroom in closely grouped desks. Some schools adopted complicated, hybrid scheduling, that might, for example, have half a class come to school on some days and the other half on other days.



## Number of employed Utahns back to pre-pandemic level

Utah's unemployment rate inched closer to its all-time low in February at 3 percent, according to figures released by the Utah Department of Workforce Services (DWS). The best jobless rate ever recorded in Utah was 2.3 percent, coming just over one year earlier, in January 2020, prior to the outbreak of the worldwide coronavirus pandemic.

February's national jobless rate fell slightly to 6.2 percent. The lowest nationwide rate ever recorded was 3.4 percent in 1969 during the first year of Richard Nixon's presidency.

"Utah's deliberate and steady pace toward job recovery continues," said Mark Knold, chief economist at DWS. "February finds Utah's employment count at equality with a year ago. Idaho is the only other state that can make such a claim. All other states are still struggling to get their economies pointed in the right direction. Utah's private sector is leading its job rebound. Employment gains would be further along if not for COVID-19's restraining effects upon the education sector."

Utah's total nonfarm payroll employment has now regained its pre-pandemic level, DWS said. Across all sectors in February, the agency said 1,566,900 people held jobs in the state, just 300 fewer than in February 2020.

Utah's private-sector employment is slightly ahead of the overall figures, showing an increase of 0.7 percent in the past year. Five of Utah's 10 private-sector major industry groups posted net year-over-year job gains, led by trade, transportation and utilities (10,900 jobs); professional and business services (8,500 jobs); and construction (5,000 jobs). Five industry groups remain with year-over-year employment declines, most notably leisure and hospitality services (down 13,200 jobs), education and healthcare (down 6,100 jobs) and the information sector with a loss of 1,400 jobs.

## GOED replaces three board members

Gov. Spencer Cox has nominated three new members to serve on the Governor's Office of Economic Development (GOED) board: Tanner Ainge, Kira Slawson and Geri Gamber.

They succeed departing members Mel Lavitt, Peter Mouskondis and Margaret (Margo) Jacobs.

Ainge is the founder and managing partner at Ainge Advisory, a reserve JAG officer in the Utah National Guard, and has served as a Utah County commissioner. A resident of Utah County, he has been an active private equity and venture capital investor throughout his career and worked as a mergers and acquisitions attorney. He earned a bachelor's degree in international studies from Brigham Young University and a J.D. from Northwestern University School of Law.

Slawson is an attorney at Blackburn & Stoll LC, specializing in telecommunications law, commercial transactions and general employment law. Slawson lives in Salt Lake County. She earned a bachelor of arts de-



Tanner Ainge



Kira Slawson

gree from San Diego State University and a J.D. from the University of Utah's College of Law.

Gamber, a resident of Car-



Geri Gamber

bon County, is executive director at Southeastern Utah Association of Local Governments and has served on many regional economic development boards to help facilitate diversification and growth throughout Utah. She holds an MBA from the University of Phoenix.

Lavitt was appointed to the GOED board in 2005, serving as chair from 2011-17 and as Incentives Committee chair from 2017 to the present. Lavitt is a senior advisor at Needham & Co. Mouskondis was appointed to the board in 2009. He is the owner, president and CEO of Nicholas & Co. Jacobs was appointed to the board in 2013. Jacobs currently serves on the Sundance Utah Leadership Council. All three departing members will be leaving their positions on the GOED Incentives Committee. A new chair will be named during the board's meeting April 8. "Our board frequently meets, serving in an advisory capacity and focused on supporting Gov. Cox's economic priorities, including providing economic opportunity to Utahns," said Dan Hemmert, GOED's executive director. "We gratefully recognize the service of Mel Lavitt, Peter Mouskondis, and Margaret Jacobs, and with equal enthusiasm welcome our three new board members and look forward to their unique contributions to the state."

The GOED board consists of 15 members appointed to four-year terms by the governor with the Senate's advice and consent. No more than eight members are from one political party, with membership representing diverse state regions. The board promotes and encourages economic opportunity for all Utahns and the commercial, financial, industrial, agricultural and civic welfare of the state. Board members also advise office staff on the development, attraction, retention and expansion of businesses, industries and commerce within Utah.

## Quality Container bought by Illinois company

The Cary Co., an Addison, Illinois-based packaging company, has acquired Quality Container LLC of Salt Lake City. Quality Container is industrial container distributor specializing in drums, pails, cans and bottles. This acquisition extends the Cary Co.'s geographical coverage into the Intermountain and West Coast regions of the U.S.

"We are very excited for this great opportunity of growth, ex-

panding our product line and reaching more customers. We share a commitment of customer service and providing 'quality containers,'" said Dan Busche, president of Quality Container.

"The acquisition of Quality Container helps strengthen our industrial product mix, while partnering with a company that has similar values," said T.J. Tyrrell, vice president of Cary. "We

are excited to add on all of their dedicated personnel and we look forward to growing the business together through this geographic and strategic expansion."

The Cary Co. said it will leverage its sales, marketing and e-commerce expertise to work with Quality Container's team in Utah, "ensuring the same distinguished customer service experience customers of both companies have come to expect."

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# Five film productions coming to Utah this year through GOED incentives

Five productions — including three with Christmas themes — will be shooting in Utah this year after being approved for state incentives by the Governor's Office of Economic Development (GOED) board.

The board, at its most recent meeting, approved the tax credit and cash rebate incentives for the productions, which are projected to generate an economic impact of \$6.9 million and create approximately 300 local jobs.

Two films are connected. They are "Christmas at the Madison," a pair of Hallmark holiday films starring real-life sisters Kimberly Williams Paisley and Ashley Williams. They will play sisters who swap cities to pursue new projects in the 12 days leading up to Christmas.

In one story, city-dwelling restaurateur Jennifer and her son, Simon, travel to a small town in Utah, Jennifer's hometown, after her uncle leaves them a historic movie theater in his will. She rediscovers her connection to home and family as she works with a handsome handyman. In the other story, younger sister Meg travels to Salt Lake City to help Jennifer's restaurant staff win an annual Christmas party competition despite the conflicting opinions of the handsome but stern general manager.

"They will be releasing these features at the same time, but it's kind of two sides of the same coin," Virginia Pearce, director of the Utah Film Commission, told

the GOED board.

The board approved a tax credit of up to \$524,147 for 3484 Inc. for the Jennifer-based film. It is expected to spend a little over \$2 million in Utah and employ 14 cast, 70 crew and 280 extras. Principal photography is scheduled for April 12-25.

3485 Inc. was approved for a tax credit up to \$525,000 for the Meg-centered film, with shooting taking place April 26-May 21. The company is expected to spend about \$2.1 million in Utah, including using 14 cast, 88 crew and 280 extras.

Shooting locations for both films have yet to be determined.

"For over 15 years, I've chosen to film in Utah as much as possible," said David Wulf, producer of both films. "The crew base, diverse locations, the business-friendly environment, and the incentives have all been crucial to these particular projects, especially with the uncertainty of COVID-19 and its effects on business in other jurisdictions. Utah's strong legislative support for keeping businesses open and its commitment to the incentive have all been essential and the main reason I've been able to secure and move forward on these particular projects."

Another Christmas movie, with about \$235,250 in spending in Utah, will shoot through April 13 in Wasatch and Summit counties. The GOED board approved a cash rebate of up to \$47,050 for Mistletoe Mixup LLC for "Mistletoe Mixup," a family feature

starring Joey Lawrence, Matthew Lawrence and Andrew Lawrence.

The production is expected to employ 13 cast, 20 crew and 12 extras. Andrew Lawrence is the director. The producer is Tim Schaaf.

Written by Park City resident Kaylin Richardson, "Mistletoe Mixup" tells the story of a career-driven young woman who makes a Christmas wish to meet the right partner. Fortuitously, she ends up meeting two in the same day but they turn out to be brothers, and she finds herself in the middle of a sibling rivalry.

"For this project to achieve its potential, the locations have to function as an additional character within the world of the film," said Schaaf. "There is no other place in the U.S. where you can get small-town charm, stunning mountain vistas and be within a convenient distance of a major airport. Utah is a special place, and we look forward to featuring it prominently in the film."

3311 Productions LLC was approved for a tax credit of up to \$510,648 for "Summering," a feature drama expected to spend a little over \$2 million in Utah, including during principal photography set for June 10-July 30. It is expected to have five cast members, 58 crew and 141 extras. Locations have not been determined but likely will be along the Wasatch Front, Pearce said.

She described the film as "a 'Stand By Me' film but with young girls in the roles." The movie tells the story of four girls in the summer before starting middle school. They discover a dead body while roaming their old stomping grounds and instead of calling the police, they decide to take matters into their own hands.

The director is James Ponsoldt, who also co-produces with Jen Dana.

"We're thrilled to make 'Summering' in an environment with so much timeless beauty, drama and unique personality," Ponsoldt said.

The GOED board approved a cash rebate of up to \$82,268 for Living Scriptures Inc. for "Line Upon Line," a follow-on series consisting 48 new short videos to provide another view on the Scriptures. Episodes of the animated series will be released weekly on the company's online subscription platform.

The production, taking place in Utah County through Dec. 17, will involve one cast member and 14 crew and is projected to spend \$411,339 in Utah. The director is Thomas Gomez Durham. The producer is Jessica Champneys.

"It's a dream come true for Living Scriptures to again be animating, especially using artists from Utah," said Matt Brown, CEO of Living Scriptures. "Utah has such amazing artistic talent, and we are thrilled to be growing our talent locally. Our new and veteran animators and illustrators absolutely love this project, and assuredly it will continue to be our most-watched series."

## Conn. firm acquired by eLearning Brothers

American Fork learning solutions company eLearning Brothers has acquired The Game Agency, a game-based education platform based in Stamford, Connecticut. The Utah company said that the transaction solidifies its position as a one-stop-shop for online learning by adding the "power of play, proven to im-

prove retention and enhance company culture."

"The massive increase in the remote workforce demands learning solutions that engage employees and build teams differently than ever before," said Andrew Scivally, CEO at eLearning Brothers. "The Game Agency's award-winning track record allows us to rapidly empower companies with the best tools for professional development and employee productivity."

Working in collaboration since 2017, eLearning Brothers and The Game Agency have jointly served clients including Chick-fil-A, IHS Towers and PayPal. The Game Agency's other 250 clients include Bayer, Colgate Palmolive, Comcast, Facebook, Kellogg, Kimberly Clark, Nes-

tle, Salesforce, Siemens, Wells Fargo and Whole Foods. The Game Agency is the creator of the Training Arcade, a do-it-yourself game-authoring tool that features 10 game mechanics, including the "Jeopardy" and "Wheel of Fortune" games for training and education.

"Combining forces with eLearning Brothers brings several benefits to our existing clients," said Stephen Baer, co-founder of The Game Agency. "Adding the power of games to eLearning Brothers' industry-leading learning solutions offers corporate training and development professionals more fun and effective learning experiences, resulting in significantly more engaged, motivated, productive and profitable employees."

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**Pop-Up Toaster:** Charles Strite, 1921

## Standard Optical buys eye center

Standard Optical Co., based in Salt Lake City, has completed its second acquisition of 2021 with the purchase of West Point Eye Center of West Point from Justin Holt. West Point Eye Center opened in 2017.

"Dr. Holt has built something special here in West Point and we're fortunate to be able to continue his commitment to the people of this area," said Standard Optical CEO Aaron Schubach.

Dr. Justin Holt completed optometry school in Puerto Rico 18 years ago and is known as a representative and speaker in behalf of Bausch & Lomb.

"Ironically, it was my employment at Standard Optical in the early 1990s, in part, that led me to select optometry as a profession, so it's somewhat fitting that we have come full circle to partner with Standard Optical again," Holt said. "My family and I have dedicated our lives to this practice and this community, so it's bittersweet to see the practice change hands; however, we believe Standard Optical is the right partner to continue our legacy."

Standard Optical has been in business since 1911 in Utah and has 21 locations in Utah and a laser center in Salt Lake City.

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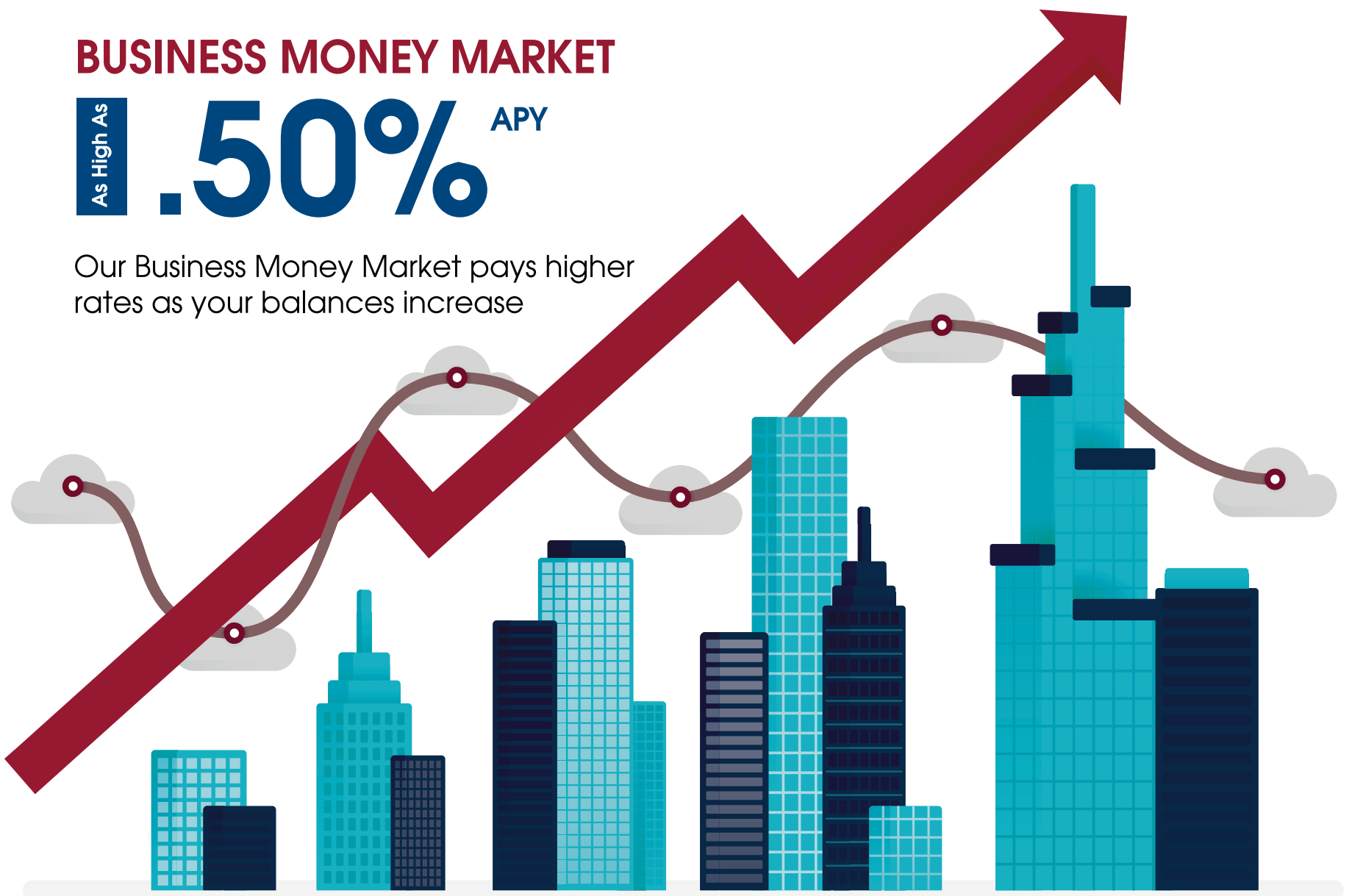
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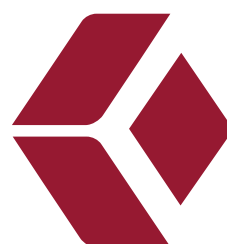
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# Huntsman Mental Health Institute to expand mental healthcare in rural communities

Huntsman Mental Health Institute (HMHI) will increase access to critical mental healthcare services in rural communities throughout Utah with support from Cambia Health Solutions. Cambia has committed \$1 million to HMHI as part of its larger \$11.5 million philanthropic donation to nonprofit organizations in Utah, Idaho, Oregon and Washington. The funding will help meet urgent behavioral and mental health needs intensified by COVID-19, HMHI said.

“This is an important lead gift from Cambia that will assist with the development of comprehensive, sustainable mental health and substance abuse services across the state,” said Dr. Mark Rapaport, CEO of HMHI and chair of

the University of Utah’s Department of Psychiatry. “With these additional resources, we can focus on building innovative programs to address provider shortages and reach communities with high needs.”

According to the nonprofit organization Mental Health America’s 2021 report, Utah ranks last in the nation for adult mental healthcare access due to the lack of practitioners available to treat the population. Provider shortages affect people’s ability to access appropriate care and Utah’s rural communities are significantly impacted.

Data from the Gardner Report on Utah’s Mental Health System show that Utah’s urban areas had 171 mental health full-

time professionals per 100,000 population in 2015. Rural areas, however, only had 141 mental health professionals per 100,000 people. The report suggests that Utah must more than double its mental health workforce over the next 15 years to keep up with population growth and move mental health provider ratios closer to the national average.

Cambia’s donation will allow HMHI to develop a rural communities’ needs assessment and create new solutions to serve as tests of change for workforce development. Based on the assessment findings, HMHI will place psychiatry residents and fellows in rural communities and provide school-based psychiatric consultation.

HMHI will also partner with the UofU Department of Educational Psychology to support school staff and youth with mental health needs in 10 schools. The grant will allow the department to provide training, mental health screening, individual and group therapy and consultation.

“We’re honored to support Huntsman Mental Health Institute as they tackle the growing need for mental and behavioral health

services across our communities,” said Peggy Maguire, senior vice president of corporate social responsibility at Cambia Health Solutions. “We believe our investment will help break down the stigma surrounding mental health, improve access to behavioral support services, support people in emotional distress and positively impact the overall health and well-being of the Utah communities we proudly serve.”

## 'Law on Call' launches in SLC

Northwest Registered Agent, a Spokane, Washington-based provider of registered agent and corporate filing services to customers across the nation, has launched Law on Call, the first entirely nonlawyer-owned law firm in the United States. Licensed in Utah and headquartered in Salt Lake, Law on Call will increase Utahns' access to justice by offering legal services at traditionally impossible speeds and prices, the company claims. Clients will pay only \$9 a month to receive unlimited phone access to licensed lawyers who can offer legal advice. Legal work, if needed, will be available starting at just \$100 an hour with no retainer required.

“In the traditional legal services world, potential clients have to jump through numerous hoops before they even speak to a lawyer and get their first question answered,” said Northwest Registered Agent in a press release. “Ultimately, many businesses and individuals in the U.S. forego hiring a lawyer because it requires too much work and too much money. This shift in process and priority puts Law on Call at the forefront of a new era in the legal industry — one that’s more efficient, less expensive, and geared toward cli-

ents’ real-world needs.”

Law on Call is able to operate because of a unanimous August 2020 Utah Supreme Court decision that resulted in the Utah Regulatory Legal Sandbox. This two-year pilot program, overseen by the Office of Legal Services Innovation, allows approved applicants to experiment with alter ways of delivering attorney services. The overarching goal is to make legal services available to a wider swath of the population, promoters of the Utah Regulatory Legal Sandbox have said.

“The United States justice system is hard to get access to,” said Drake Forester, chief legal strategy officer for Northwest Registered Agent. “By changing the traditional playbook, we’re trying to shake some sense into an antiquated system.”

The pressure on lawyers to increase billable hours is often what drives up legal costs for clients, so Law on Call has done away with this system, Forester said. Instead, clients get instant access to licensed lawyers who can offer legal advice in the areas of business law, end-of-life planning, contracts, employment, housing and real estate. Clients then have the option to hire those lawyers to do legal work at steeply discounted rates.

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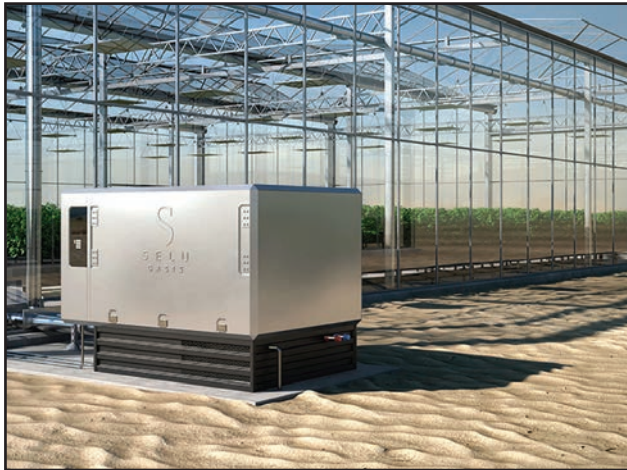
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# Innovate Utah

## NEW IDEAS, PRODUCTS AND SERVICES FROM UTAH COMPANIES



A new Salt Lake City company, **Selu Technologies Inc.**, has created technology designed to convert atmospheric moisture into clean water, renewable energy and clean air through an all-in-one, climate-control utility system called **Selu Oasis**. “When implemented in the agricultural environment, Oasis provides customers with the ability to grow and harvest food to reduce overhead costs while achieving maximum potential growth yields while also replenishing the environment,” the new firm said in a release.

“Globally, we are running out of water and land and facing growing difficulties in utility costs and climate control for growing the food we require and sustaining strong and sufficient agricultural commerce,” a Selu statement said. “However, Selu is providing the answer.”



The Oasis utility system is designed to enhance plant growing conditions in many more areas than were previously available or viable, thanks to the ability to enhance and strengthen the natural resources required for growing, Selu said. The company will launch five pilot programs to support greenhouses, agriculture infrastructure suppliers and vertical farms in the U.S.

“By providing universal climate control conditions from one solution, our customers will be able to better realize lower utility costs and higher crop yields,” said **Jake Hammock**, Selu’s founder and CEO. “Now is the time for producers to have a lower universal utility access solution to grow closer to consumers without the hassle of multiple climate controlling devices saturating energy costs. By adapting and using the Selu Oasis technology, our customers will not only receive substantial utility savings, but will also replenish the environment through our carbon-neutral solution.”

Hammock said the Selu Oasis replaces multiple systems used to enhance the growing environment. It will take the place of evaporative cooling systems, heating ventilation and air conditioning, carbon dioxide injectors and power grid equipment. The Oasis is built to recycle water while also producing renewable energy to climate-control agricultural environments. It has the capacity to operate from various fuel sources, including natural gas, methane-based gas, hydrogen, geothermal or concentrated solar applications.

Consumers want to know where their food comes from, that it was produced with care for the environment and, most importantly, that it’s healthy and free of any foodborne illness. Heber City-based

cloud-based supply chain management platform **Fusionware** has launched a **food traceability system** in its software system that provides true seed-to-shelf data access across the entire food supply chain. This next generation of traceability software has been designed explicitly for time savings and efficiency, Fusionware said. “I hear this repeated over and over: Traceability



can quickly become a ‘spreadsheet hell.’ Our goal is to be able to walk in and tell customers they can get rid of their spreadsheets. They become another ‘data island’ when it comes to using important information across the supply chain,” said Fusionware founder and CEO **Creg Fielding**.

**Health Catalyst Inc.**, a Salt Lake City-based provider of data and analytics to healthcare organizations, has introduced **Healthcare.AI**, a suite of augmented intelligence products created to address an unprecedented list of business, clinical, financial and operational challenges faced by healthcare leaders. Health Catalyst said the new products use



transactive predictive modeling, a version of AI that is quickly being adopted in the healthcare setting. “I came to Health Catalyst to build what I could not buy from within some of the greatest healthcare organizations in the world — tools and services to improve health and healthcare for people at the hospital bedside, in the boardroom and at their kitchen tables. We designed Healthcare.AI as a new approach to meet the needs of healthcare, enabling better decisions,” said **Jason Jones**, chief analytic and data science officer at Health Catalyst.

**Kailo Labs**, a new technology company based in Sandy, has introduced the **Kailo Patch**, a pain-relief skin patch that the company said uses nanotechnology. Kailo Lab’s website explains that the patch works by interfering with the transmission of pain impulses to the brain using millions of nanocapacitors imbedded in the surface of the pad. Each nanocapacitor contains a tiny electrical charge



which intercepts nerve impulses. Earlier this year, Kailo released the results of a peer-reviewed, placebo-controlled clinical trial published in the journal *Anesthesia and Pain Research*. “This interim analysis showed a marked and a significant decrease in pain severity and pain interference scores while using the Kailo Pain Patch, as well as a significant decrease in concurrent medication usage,” researchers from Rhode Island-based **Clarity Science** and authors of the study said.

Lehi-based **SimpleNexus**, a home sales platform for loan officers, borrowers, real estate agents and settlement agents, in association with East Coast mortgage company Norcom Mortgage, has introduced the **Easy Street App** for mobile devices.

The app provides borrowers a convenient and safe way to apply for a loan, stay up to date throughout the loan process and complete the loan closing from a mobile device.



“With so much opportunity in the market, we know lenders are looking for technology that delivers not just great value, but great speed-to-value,” said SimpleNexus co-founder **Ben Miller**. “With Norcom’s partnership, we have managed both. We brought Easy Street to life very quickly, and we are proud of the way it provides meaningful enhancements to the borrowers and loan officer experience with minimum disruption to the way work gets done.”

**ReposiTrak Inc.**, a compliance and quality management, supply chain and out-of-stock solutions and sourcing software provider, has expanded its compliance solutions suite with **automated Certificate of Analysis (COA) functionality** that collects, tracks and validates COAs for seamless accessibility to reports and internal tracking records. The Salt Lake City-based company



said that COAs are documents issued by quality assurance teams to confirm that finished product batches meet established specifications, as well as those of key regulatory authorities. “Automating COAs adds tremendous value to compliance teams by freeing up their valuable time to concentrate on more pressing priorities required of their roles,” said **Randy Fields**, chairman and CEO of ReposiTrak. “We are proud to say that the most widely used quality and compliance management system in the world has even more automation for COAs.”

**Transit Scientific**, a development-stage medical device company based in Park City, has received CE Mark approval in the European Union for its non-tapered metal alloy **XO CrossO microcatheter platform**. CE marking is an administrative marking that indicates conformity with health, safety and environmental protection standards for products sold within the European Economic Area. Microcatheters are commonly used to provide



guidewire support, facilitate guidewire exchanges, access distal anatomy, cross lesions, deliver therapeutic embolics and inject contrast media during complex endovascular procedures. “This CE Mark clearance expands our ability to deliver new technologies designed to improve patient care in the European market,” said **Greg Method**, president of Transit Scientific. “We’ve been thrilled with the results we achieved thus far with our early U.S. users and believe XO Cross represents the future of micro and support catheter design.”



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# UTAH COUNTY UPDATE SPONSORED BY CENTRAL BANK

## Lehi: Preparing for success in 2021 and beyond

As 2021 begins, Lehi City is looking to the future while remembering the past year. March 11, 2020, marked the beginning of the COVID-19 pandemic and the creation of a new normal for everyone. Employees learned how to utilize Zoom, Microsoft Teams, GoTo Meeting and other video streaming services as work from home became the new normal. Class A office buildings went from being fully staffed to a skeleton crew. Masks became mandatory and even a fashion statement. Eating out and large gatherings have been put on temporary hold for over a year. This has had positive and negative effects on the business community.

The main concern from the Economic Development Department at Lehi City was to be a resource to the business community. Working with the Point of the Mountain Chamber of Commerce, information was sent out concerning PPP, lease and rent help programs, Utah County Business Grants Program and other business information. In most cases the businesses that were hurt the most just needed to speak to someone who was willing to listen.

Service-based industries who provide one-on-one customer-facing business were affected the most by COVID-19. We learned that those businesses who pivoted to provide curb-side pickup, home delivery, pickup windows and marketing outreach to customers, survived and thrived. As mask and gathering mandates are lifted, the businesses that have found a new normal will be stronger in the future.

Growth is still the No. 1 concern facing Lehi City and is a focus for 2021. With the completion of the I-15 Tech Corridor freeway expansion in November 2020, traffic flows have drastically improved. This still puts stress on arterial roads and highlights the need to constantly monitor and plan for future expansion. As part of this planning process Lehi City will complete a general plan update in 2021. The General Plan focuses on areas of growth for the city. It identifies what type of growth (i.e., housing, retail, commercial, resort, industrial, etc.) should occur and allows the city to forecast needed water, sewer, storm drain, pressurized irrigation and transportation systems.

This update is critical for Lehi's future growth.



Upon completion of the General Plan, the city will turn its focus to updating the Master Transportation Plan. This plan looks at traffic modeling to determine if the road systems can handle the anticipated growth. If not, the road either becomes a priority for upgrade or other transportation solutions are identified. Lehi City is also working with Utah Transit Authority and Mountainland Association of Governments on an anticipated Bus Rapid Transit line. UTA has approved the final alignment from the Point of the Mountain through Lehi that includes six stops located in key growth or business-heavy locations. This could reduce up to 10 percent of the current traffic on I-15. Infrastructure is key but it can be the stumbling block to development for any city.

For 2021, one of the city council's priorities is park development. Lehi City has recently seen progress in the planning and development of the Dry Creek Reservoir and recreation area, mountain biking trails, a

regional baseball complex and the Willow Park campground and leisure park. These facilities will enhance the quality of life for residents and are expected to bring in regional tourists for recreation, sports and leisure activities.

As Lehi City continues to look to the future, the city is moving forward with a fiber optic network. This network would connect all of Lehi with fiber optic capability. The intent is not to compete with private business but allow private business access to the network. This will allow Lehi



residents and businesses the opportunity to choose the best provider for their needs. The last year has shown the need for reliable and fast Internet services. Construction should start in spring of 2021 with completion anticipated by 2026.

Lehi City and the surrounding communities continue to stay at the forefront of growth. Population is growing at an average 5 percent to 7 percent pace. This continues to push single- and multi-family unit developments. Even with COVID-19, Lehi saw over 800 building permits issued for 2020. This is anticipated to grow for 2021. Commercial development slowed for 2020 as developers are waiting to see how the market reacts to a new normal. So far, 2021 has shown a slow increase in lease space occupancy and business relocations from outside the state. Lehi should see an increase in commercial development in 2022. Planning to improve transit-oriented development, connectivity and quality of life show that Lehi is prepared for success in 2021 and beyond.

Marlin Eldred is the economic development director in Lehi, where he is responsible for business retention and recruitment, downtown revitalization and community engagement. As the president and CEO of the Economic Development Planning Group, he worked with numerous rural communities and counties throughout Utah. He was also the community and economic development director in Davis County and the administrator of the Council of Governments. Prior to his service to Davis County, Eldred served as the economic development director for the city of Jerome, Idaho. He and his wife, Jill, have four children and two grandchildren.



The new headquarters building of software company Podium is an example of the strong economic development in Lehi.



# Industry Briefs

Industry Briefs are provided as a free service to our readers. Company news information may be sent to [brice@slenterprise.com](mailto:brice@slenterprise.com). The submission deadline is one week before publication.

## CONTESTS

• **ChamberWest** is accepting nominations until May 1 for its awards to be presented at its Annual Awards Gala, set for June 15. The awards are Business of the Year, Small Business of the Year, Best Place to Work, Volunteer of the Year and Best New Business of the Year. The nomination form and details are at <https://chamberwest.com/gala>.

## CORPORATE

• **Extra Space Storage Inc.**, a Salt Lake City-based owner and operator of self-storage facilities in the United States, has announced it would issue and sell 1.6 million shares of its common stock in a public offering expected to close last week. The gross proceeds would be approximately \$207.7 million, before deducting underwriting discounts and commissions and estimated offering expenses payable by Extra Space. **Citigroup** and **Wells Fargo Securities** are acting as the joint book-running managers for the offering. Extra Space will grant the underwriters a 30-day option to purchase up to an additional 240,000 shares. The company intends to use the net proceeds of this offering to fund potential acquisition opportunities, to repay amounts outstanding from time to time under its lines of credit, and for other general corporate and working capital purposes.

• **CleanSpark Inc.**, a Salt Lake City-based software, services and bitcoin mining company, has closed its previously announced underwritten public offering of about 9 million shares of common stock at a public offering price of \$22 per share, for aggregate gross proceeds of approximately \$200 million, before deducting underwriting discounts and commissions and other offering expenses payable by the company. **H.C. Wainwright & Co.** acted as the sole book-running manager for the offering. CleanSpark intends to use the net proceeds from the offering for working capital and general corporate purposes, including infrastructure expansion, the acquisition of additional cryptocurrency miners and further development of its mVault product lines, as well as acquisitions or strategic investments in complementary businesses, products, services or technologies. **Katten Muchin Rosenman LLP** served as legal counsel to CleanSpark in connection with the offering,

**Procopio, Cory, Hargreaves & Savitch LLP** also represented CleanSpark in respect of matters relating to the offering, and **Skadden, Arps, Slate, Meagher & Flom LLP** served as legal counsel to H.C. Wainwright & Co.

## ECONOMIC INDICATORS

• **Salt Lake City** leads the nation in the **biggest gains in net arrivals** of new residents since the onset of the pandemic last April, according to a study by **LinkedIn**. It looked at 38 cities and considered members changing their location on their LinkedIn profiles. Salt Lake City's rise was 12.3 percent. Only Jacksonville, Florida, at 10.8 percent, also had a double-digit increase. At the bottom of the list are San Francisco and New York. Details are at <https://www.linkedin.com/pulse/migrations-new-map-florida-utah-win-favor-two-giant-metros-anders/?published=t>.

• **Utah** is ranked No. 9 on a list of **"2021's Most Innovative States,"** compiled by personal finance website **WalletHub**. It compared states on data set ranges from share of STEM professionals to research and development spending per capita. In breakout lists, Utah is No. 8 for human capital and No. 12 for innovation environment. Utah also is No. 4 for best eighth-grade math and science performance. The top-ranked overall state is Massachusetts. At the bottom is Mississippi. Details are at <https://wallethub.com/edu/most-innovative-states/31890>.

• **Orderville**, in Kane County, is the No. 6 **travel destination** in the U.S. for this spring and summer, according to **Airbnb** search data. Top-ranked is southern Maine, followed by Cape May, New Jersey; Round Top, Texas; Lake Powell, Arizona; and Cape San Blas, Florida. Details are at <https://news.airbnb.com/the-great-outdoors-surge-for-spring-and-summer/>.

• **Park City** is the nation's sixth-most-expensive **short-term rental** area, according to a study by **BeyondPricing**. Park City's average price for a two-bedroom rental is \$379.78. Utah's average is \$339.63, up from \$312.83 a year earlier. Nationally, the average March rental price in the U.S. is \$242.89, up 11.4 percent from a year earlier. Telluride, Colorado, has the highest average price, at \$451.69. The least-expensive among the 250 largest U.S. rental markets is Dayton, Ohio, at \$89.60. **Salt Lake City** is No. 11 among the least-expensive, at \$110.37. Details are at <https://blog.beyondpricing.com/the-impact-of-covid-19-on-spring->

break-2021/.

• Twenty-two states, including **Utah**, charge women more than men for car insurance, according to a study by **The Zebra**. It found that Utah women pay an average \$1,361 annual premium, while men pay \$1,313. In some states, women pay \$118 more for the exact same insurance than men. Details are at <https://www.thezebra.com/resources/research/gender-age-car-insurance-rates/>.

## HOSPITALITY

• **Garrett Parker** has been appointed general manager of **Hilton Salt Lake City**. In his new role, Parker will be responsible for overseeing the guest experience and hotel operations of the 499-room property, located in the entertainment district of Salt Lake City and adjacent to the Salt Palace Convention Center. Parker has been in the hospitality industry for 15 years, previously serving as hotel manager at San Francisco Union Square. He began his career with Hilton in front office operations at DoubleTree Dallas Campbell Center and later held management positions at Hilton Baltimore, Capital Hilton and Washington Hilton before joining Embassy Suites DC Convention Center as assistant general manager in 2013. In 2016, Parker became hotel manager of Parc 55 in San Francisco. In 2018, he became hotel manager at Hilton San Francisco.



Garrett Parker

## INVESTMENTS

• **Swell**, a Cottonwood Heights-based company offering a customer engagement platform for local businesses, has raised \$8 million in a Series A funding round. The round was led by **SkyLab Ventures**, with support from **Teamworthy** and Swell's current investors, including **Cultivation Capital**. The company will use the funds to expand its leadership team, enter new verticals, and add features to the Swell platform.



Benson Metcalf

**Benson Metcalf**, who held executive positions at Pluralsight and SaltStack and currently serves as CEO of SkyLab Ventures, will advise Swell and represent SkyLab on the Swell board of directors.

• **Skill Struck**, a Provo-based company producing computer science curriculum and software to

K-12 schools and districts, has closed an oversubscribed \$1.3 million investment round from a variety of angel investors across the U.S. Most of the funds will be used to expand the sales team and marketing engine as the Skill Struck team aims to implement its products at schools in at least 15 states by the fall. Skill Struck was founded in 2017. In the fall of 2019, it created its first pilot programs for public schools in Utah, and has since expanded to reach students across North America.

## LAW

• **Armstrong Teasdale** has added partner **Loren Washburn** to its office in Salt Lake City. Washburn is a trial lawyer focusing his practice in the areas of securities litigation, white-collar criminal defense, civil and criminal tax controversy and civil regulatory defense. He also has extensive experience in commercial litigation. Prior to joining Armstrong



Loren Washburn

Teasdale, he spent nearly a decade in private practice with Salt Lake City law firms. Washburn has more than eight years of experience as a federal prosecutor. He is a former trial attorney for the U.S. Department of Justice Tax Division's Northern Criminal Enforcement Section and an assistant U.S. attorney and deputy chief of white-collar crime in the United States Attorney's Office for the District of Utah. Washburn's education includes a bachelor's degree from Brigham Young University.

## NONPROFITS

• **Visit Salt Lake**, a private, nonprofit corporation promoting Salt Lake as a convention and travel destination, has appointed **Allison Chappell** to the newly created position of director of research and analytics. In her new role, Chappell is responsible for the development, management and execution of all VSL databases, research and data analysis. Chappell has been with VSL since 1998 and has served in a variety of roles.



Allison Chappell

## OUTDOOR PRODUCTS/ RECREATION/SPORTS

• Locations have been announced for the **Utah Outdoor Recreation Summit** events taking place this fall. The first sum-

mit will be Sept. 22-23 in Logan, while the second will be Oct. 27-28 in Kanab. Details are at <http://utahoutdoorsummit.com/>.

## PHILANTHROPY

• **Smithfield Foods Inc.**, the **Utah Pork Producers Association** and the **Fredette Family Foundation** recently delivered a nearly 40,000-pound truckload of protein to **Utah Food Bank** as part of a joint pledge to donate for every point scored during the 2020-21 football season by Brigham Young University and Utah State University. The partnership is part of Smithfield's signature hunger-relief initiative, **Helping Hungry Homes**, which partners with Feeding America and its network of food banks across the U.S. to alleviate hunger year-round. The program has donated more than 212 million servings of protein to food banks, disaster relief efforts and community outreach programs in all 50 states since 2008.

• The **Malouf Foundation** will host its inaugural **Human Trafficking Policy and Education Summit** on April 17, 9 a.m.-3:30 p.m., at the foundation, 1525 W. 2960 S., Logan. It is part of the foundation's mission to provide education, promote healing and ensure justice for trafficking survivors. The keynote speaker is Ambassador Robert O'Brien, former U.S. national security advisor. Other speakers are trafficking survivors, elected officials and other leaders. Registration for the livestream of the event can be completed at [malouffoundation.org/summit](http://malouffoundation.org/summit).

## REAL ESTATE

• **Century Communities Inc.**, a national homebuilder, has announced two new communi-

see BRIEFS next page

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# Industry Briefs

from previous page

ties along the Wasatch Front: **Ashton Springs** at 905 S. 950 W., Springville, and **Edgewater Park** at 2708 W. 3230 S., Syracuse. Both offer single-family homes, and homebuyers and agents can tour furnished model homes showcasing floor plans available at each community. Ashton Springs has 27 homesites, while Edgewater Park has 49.

• **Mountain West Commercial Real Estate**, Salt Lake City, last year used its network, data and mapping technology to find and acquire land for 14 new **7-Eleven** stores across the Wasatch Front. Agents Brett Palmer, broker and director, and Adam Hawkes have had a longstanding relationship with 7-Eleven. Mountain West Commercial Real Estate has worked with 7-Eleven for over 15 years and has helped open nearly 80 stores in Utah.

## RECOGNITIONS

• **KeyBank Utah** has been named the **2020 KeyBank Market of the Year**, an award recognizing the Utah market as the top performer among the 26 markets in the company's footprint. This award was presented at KeyBank's annual Chairman's Awards virtual celebration in Cleveland in February. During 2020, the Utah market delivered balanced

performance, growth and new client acquisition across all lines of business.

• **Greg Ott**, CEO at Nav, a Salt Lake City-based company offering a financing platform for small businesses, has been named the winner of the **"Best FinTech Company CEO"** in the fifth annual **FinTech Breakthrough Awards** program. Ott joined Nav in 2015 and became CEO in 2020. FinTech Breakthrough is an independent market intelligence organization, and its awards program recognizes the top companies, technologies and leaders in the global fintech market. The 2021 program attracted more than 3,850 nominations from around the world.



Greg Ott

• Two Utah individuals have been recognized as **"2021's Pros to Know"** by **Supply & Demand Chain Executive**, and one Utah team has been recognized on its list of **"2021 Teams to Know."** **Casey Adams**, president of Visible Supply Chain



Casey Adams



Richard Parke

Management, a Salt Lake City-based shipping, logistics and fulfillment services company, and **Richard Parke**, senior vice president of global supplier services at Orem-based supply chain management software company Avetta, made the list of individuals, and the Avetta Supply Chain Insights Team made the list "2021 Teams to Know." Pros to Know recognizes executives and teams whose accomplishments offer a roadmap for other leaders looking to leverage the supply chain for competitive advantage.

• **Entertainment Arts & Engineering (EAE)**, the video game development program at the University of Utah's College of Engineering, has been ranked No. 1 in a list of **"Top Public Game Design Schools and Colleges in the U.S. for 2021,"** according to rankings from **Animation Career Review**. The rankings, which began in 2012, looked at 149 schools in a survey last September by evaluating each program based on academic reputation, admission selectivity, depth and breadth of the program faculty, value as it relates to tuition and indebtedness, graduation rate, geographic location and employment data. The UofU's program also was ranked fourth in the country among all public and private institutions, according to Animation Career Review. Last year, it was ranked second in public schools and fifth overall. EAE is also one of the top-ranked game design schools by **The Princeton Review**. In its latest list, EAE's undergraduate program was ranked first in the country for public institutions and sixth in the country overall, while the graduate program was ranked second in the country for public schools and fifth overall. Entertainment Arts & Engineering was launched in 2007.

## SERVICES

• **Albion Financial Group**, a Salt Lake City-based financial planning and investment management services company, has named **Mason Woolf** as chief operating officer. The COO role was created to oversee all company policies, processes, day-to-day



Mason Woolf

management, coordination across teams, and organizational planning. Woolf has been with Albion since 2006 and has served on Albion's investment team, and for the past decade has been director of trading. Woolf also serves as chief compliance officer. He has recently joined Albion's board of directors and assists with setting the long-term vision of the organization. A 25-year veteran of the industry, Woolf spent his early career with Dean Witter, Arlington Value Management and Fidelity Investments. Woolf holds an MBA from the Gore School of Business and a Bachelor of Science in finance from Westminster College.

• **SeniorLeaf**, a Salt Lake City-based free service connecting older adults and their caregivers with resources and professionals in their local area through its online directory, call center and live events, has changed its name to **Agibly**. The company said the new name better encompasses their users and embodies

their collective goal for the future: aging ably. The company also has a new logo featuring a blue umbrella.

## SPORTS

• **EoS Fitness** has reopened a location at 1985 W. 5700 S., Roy, after nearly 15 months of renovations and the addition of 10,000-plus square feet of upgraded fitness space. The modernized gym now has more than 42,000 square feet and improved amenities. It will be among the first EoS Fitness locations in Utah to soon offer **Black Box VR** to its members. **Black Box VR** is an intense, full-body, virtual reality workout.

## TECHNOLOGY/LIFE SCIENCES

• **Impartner**, a South Jordan-based channel management and partner relationship management technology company, has appointed **T.C. Doyle** to the newly created position of channel growth evangelist. Doyle also will manage the company's Channel Chief Advisory Board, which works on developing best practices and thought leadership for channel executives spanning multiple industries and different geographies. Doyle is a journalist, book author and analyst with three decades of channels experience, including working for Cisco.



T.C. Doyle

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just about every online review says we are way better than the knockoffs. In any event, they haven't impacted our sales.

"The thing is, I'm getting old — will turn 80 next year — and I want to enjoy what's left of my life. I've had a couple of offers from companies

that make similar products, but I really don't know how to price this business or how to figure out if I can get a better offer elsewhere.

"I've been thinking about hiring a business broker, but those guys are just so darn

expensive. I don't know if I want to spend 10 percent to 15 percent on someone who's just going to sign up a deal with someone I'm already in touch with. Yet I'm afraid of taking this on myself for fear that I will sell myself — and my life's work — short. Any ideas?"

My opinion of business brokers has mellowed somewhat over the years. When I was first starting out, business brokers were the last place you went to sell your business. The perception was that if a business was listed with a broker, it was a "dog with lots of fleas" that the owners were

desperate to unload because they knew something (usually bad) that the marketplace in general didn't.

That has changed over time, mainly because business brokers have changed the way they do business.

A good business broker does much more than just find a buyer and negotiate the purchase price. The right broker will:

- Tear apart the business and figure out its strengths (those factors that will drive a sale price up) and weaknesses (those factors that will drive a sale price down).
- Access both print and online databases and put together a list of comparable businesses that have sold within your geographic area in the last three to five years.

• Determine the right "multiple" of your business's gross sales or pretax earnings ("EBIT," or "earnings before income taxes") that will dictate your initial offer.

• Look beyond the local marketplace to find both strategic (companies that already make similar products) and opportunistic (companies that are not in your market but are looking for a way in) buyers.

• Negotiate the purchase price and help you put together a nonbinding "letter of intent" with the key business terms already agreed to.

• Help you find good local accountants and lawyers to help you close the deal.

• If necessary, help your prospective buyer find the financing they need to do the deal.

For all that work, a commission of 10 percent to 15 percent of the purchase price isn't a bad deal.

A business like yours is a tough one to price and sell, for a number of reasons:

- You have only one product.
- Your intellectual property is no longer protected, and there are cheaper competitors in the market already (although not very good ones, from the sound of it).
- Any buyer with a manufacturing plant, equipment and employees is going to

have higher operating costs than you have working out of your garage, so their profit margins are guaranteed to be much lower than yours.

• I'm sorry to say this, but your advanced age will make it difficult for you to accept a deferred purchase price or a long consulting arrangement as part of the deal. Simply put, at age 80, a five- to 10-year promissory note is a very speculative investment indeed.

On the plus side, it appears you have done a great job of building a recognizable brand — despite not having a registered trademark — and solid market awareness. Your best buyer is going to be a company that can take the ball and run with it, building upon your success and growing the business.

I would retain a good business brokerage firm and give them the contact information for the two companies that have expressed an interest in your product. You will sleep a lot better at night knowing that you are not responsible for getting the best possible deal you can.

When speaking to brokers, signal your willingness to accept an "all-cash" deal with a percentage of the buyer's gross sales from your product for the next one to three years and (maybe) a one-year consulting agreement with the buyer so you can help manage the transition process.

To find good local business brokers, talk to some local attorneys and accountants who handle business sales (your local bar association or CPA society can point you in the right direction).

There are also some nationwide networks of business brokers, most prominently Transworld Business Advisors, BBN and Nationwide. If they are members of the National Association of Business Brokers, that's a plus.

Cliff Ennico (crennico@gmail.com) is a syndicated columnist, author and former host of the PBS television series "Money Hunt."

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# Calendar

Calendar listings are provided as a free service to our readers. Information about upcoming events may be sent to [brice@slenterprise.com](mailto:brice@slenterprise.com). The submission deadline is one week before publication. NOTE: Because of concerns with the coronavirus, events listed here may be postponed or canceled. Check with organizers to determine if individual events are taking place.

## March 29, 10-11 a.m.

**“Monday Mashup with Amber,”** a Women’s Business Center of Utah open discussion event taking place each Monday. Moderator is Amber Murray, WBCUtah business advisor and owner of See Your Strength. Event takes place online via Zoom. Details are at [wbcutah.org](http://wbcutah.org).

## March 29, 4:30-5 p.m.

**“How to Pitch to Investors,”** part of the Startup Ignition Express series. Presenter is John Richards, Startup Ignition instructor, founder and CEO. Event takes place online. Free. Registration can be completed at [Eventbrite.com](http://Eventbrite.com).

## March 30-31

**“Oncology Therapy Development Workshop: Pivotal Steps in Avoiding Pitfalls for Startups,”** presented by the U.S. Food and Drug Administration and designed for academic entrepreneurs and founders of small startup oncology companies. Event will provide guidance on the steps and potential pitfalls of early drug development for anticancer therapies. Keith Marmer, chief innovation and economic engagement officer at the University of Utah, will present a keynote titled “Innovation Mindset: Advancing Science to Therapies” on March 30, 9:35-10:30 a.m. Event takes place online. Free, provided by the FDA as part of its Regulatory Education for Industry (REdI) series. Details and registration are at <https://www.fda.gov/drugs/news-events-human-drugs/oncology-therapy-development-workshop-pivotal-steps-and-avoiding-pitfalls-start-ups-03302021>.

## March 30-April 1, April 6

**2021 Utah Bike Summit,** featuring a virtual conference March 30-April 1 and an outdoor experience April 6. Summit is open to bicycle enthusiasts and advocates, elected officials, bike shops, manufacturers, infrastructure engineers, planners, transportation professionals, health officials, tourism professionals and the general public. Online conference features speakers, panels, training sessions, discussions and networking. Details are at <https://www.bikeutah.org/summit>.

## March 30, 11 a.m.

**“Building Women Up” Virtual Women’s Conference Series** presented by V School, Silicon Slopes and Tech-Moms. Speaker at 11 a.m. is Sarah Vaughn, founder and CEO, Melanin Squad, discussing “Finding Your Voice & Building Your Community.” Speaker at noon is Robyn Cohen, director of client relationships, Search Group Partners, discussing “The Power of Networking & Building Relationships.” Speaker at 1 p.m. is Tessa White, reformed human capital executive, discussing “The Lies That Got You Here: How to Reframe and Reclaim Your Workplace Satisfaction.” Details are at <https://vschool.io/blog/building-women-up-virtual-conference-series/>.

## March 30, noon-1 p.m.

**“Bank on Your Business Success: Buy Stock in Your Startup,”** a Zions Bank Business Resource Center Business Success Academy Workshop. Speaker is Lexi Ingrassia, senior financing consultant with Guidant Financial Group. Event takes place online. Free. Details are at [Eventbrite.com](http://Eventbrite.com).

## March 31, 9-11 a.m.

**“Digital & Social Media Marketing,”** a South Valley Chamber “Marketing March Madness” event. Location is Salt Lake Community College’s Miller Campus, 9750 S. 300 W., Sandy. Cost is \$35. Details are at [southvalleychamber.com](http://southvalleychamber.com).

## April 1, 9-10 a.m.

**Morning Speaker Series,** an Ogden-Weber Chamber of Commerce event. Speaker Dan Clark, entrepreneur, founder and CEO of an international communications company, will discuss “Building Winning Culture Through Best Practice Leadership.” Event takes place online via Zoom. Free for chamber members and first-time guests. Details are at [ogdenweberchamber.com](http://ogdenweberchamber.com).

## April 1, 7:45-9:15 a.m.

**“Coffee and Connections,”** a Murray Area Chamber of Commerce event that takes place the first Thursday of each month at Kings Peak Coffee Roasters and the third Thursday of each month online via Zoom. Details are at [murraychamber.org](http://murraychamber.org).

## April 1, 1:30-2:30 p.m.

**“Salt Lake Chamber-Business Live!”** a virtual networking event. Free for members, \$10 for nonmembers. Details are at [slchamber.com](http://slchamber.com).

## April 1, 6-8 p.m.

**“Start Smart,”** a Small Business Development Center (SBDC) event that takes place online. Details are at <https://clients.utahsbdc.org/events.aspx>.

## April 2, 8-9:30 a.m.

**“First Fridays Speed Networking,”** a West Jordan Chamber of Commerce event. Location is Anapurna’s Kitchen, 56 E. 3335 S., South Salt Lake. Free. Registration can be completed at [Eventbrite.com](http://Eventbrite.com).

## April 6, 10 a.m.

**“Terminated Employees,”** part of the 2021 Employers Council and Paylocity Online Training Series. Free. Details are at <http://info.employerscouncil.org/2021-paylocity-webinar-series>.

## April 6, 11:30 a.m.-1 p.m.

**Business Alliance Networking Luncheon,** a Davis Chamber of Commerce event. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Cost is \$12 with lunch. Details are at [davischamberofcommerce.com](http://davischamberofcommerce.com).

## April 6, 1-1:45 p.m.

**“A Post-Pandemic Economy,”** a World Trade Center Utah event featuring Jamie Dimon, chairman and CEO of JPMorgan Chase & Co., and Jon Huntsman, chair of World Trade Center Utah. They will assess the economic state of the globe and across markets and discuss their views on the year ahead, lessons learned from an unprecedented 2020 and how companies can approach global trade in a post-pandemic world. Event takes place online. Registration can be completed at <https://geme.jpmorganchase.com/global-event-management-adfs/registration/welcome/59e2fbd4ade81387ef66c92a9606ed0728ecbe93b9475010a8ce196dd1b91795>.

## April 6, 6:30-8 p.m.

**WordPress Workshop,** a Small Business Development Center (SBDC) event that takes place online. Details are at <https://clients.utahsbdc.org/events.aspx>.

## April 7, noon-1 p.m.

**“Grow With Google: Connect with Customers and Manage Your Business Remotely,”** a Women’s Business Center of Utah event focusing on Google tools that can help business owners work and manage their business during this time of uncertainty, and insights on more online and timely resources for small businesses. Event takes place online (available statewide). Free. Details are at [wbcutah.org](http://wbcutah.org).

## April 7, 4-5 p.m.

**“Actionable Advice on What U.S. Businesses Should Do About China,”** part of the “China Paradox” series presented by World Trade Center Utah, the Orrin G. Hatch Foundation and the U.S.-China Business Council. Speakers are Tim Stratford, chairman emeritus at the American Chamber of Commerce in China and managing partner at Covington & Burling LLP Beijing; Bill Zarit, chairman of the American Chamber of Commerce in China and senior counselor at The Cohen Group; and Jeremie Waterman, president of the U.S. Chamber China Center. Free. Details and registration are available at [https://wtcutah.formstack.com/forms/china\\_paradox](https://wtcutah.formstack.com/forms/china_paradox).

## April 7, 3:30-4:30 p.m.

**“Business Connections,”** a ChamberWest event that takes place online. Free, but registration is required. Details are at [chamberwest.com](http://chamberwest.com).

## April 8, 11:30 a.m.-12:30 p.m.

**Women in Business Online Luncheon,** a Davis Chamber of Commerce event. Speaker Sarah Ceo will discuss “Mindfulness & Balance.” Free (no registration required). Details are at [davischamberofcommerce.com](http://davischamberofcommerce.com).

## April 8, 1-2 p.m.

**“Virtual Q&A,”** a Park City Chamber/Bureau event featuring CEO Jennifer Wesselhoff. Details are at <https://www.visitparkcity.com/members/chamber-bureau-events/rsvp/>.

## April 8, 3-4 p.m.

**“Transit-Oriented Development: Developing Large Scale Mixed-Use Projects,”** a ULI (Urban Land Institute) Utah event. Speaker is Richard Vogel, senior vice president of the Related Cos. Event takes place online via Zoom. Cost is \$15 for private-sector ULI members and \$20 for nonmembers, \$10 for public/young leaders/students that are members, \$15 for public/young leaders/students who are nonmembers. Details are at <https://utah.uli.org/events-2/>.

## April 8, 4-6 p.m.

**“Wine & Whine,”** a South Jordan Chamber of Commerce event. Location is Embassy Suites, 10333 South Jordan Gateway, South Jordan. Details are at <https://www.southjordanchamber.org/events>.

## April 8, 6-8 p.m.

**“Business Essentials,”** a Small Business Development Center (SBDC) event that takes place online. Details are at <https://clients.utahsbdc.org/events.aspx>.

## April 9, 7:30-8:30 a.m.

**“Eggs and Issues,”** a Murray Area Chamber of Commerce event. Location is Mimi’s Café, 5223 S. State St., Murray. Registration can be completed at [Eventbrite.com](http://Eventbrite.com).

## April 9, 8-9 a.m.

**Women in Business Networking,** an Ogden-Weber Chamber of Commerce event that takes place online via Zoom. Free for WIB members. Details are at [ogdenweberchamber.com](http://ogdenweberchamber.com).

## April 9, 8 a.m.

**“Automate, Delegate & Eliminate,”** presented by the Women’s Business Center of Utah and WOW. Speaker is Benevieve Pinelli. Event takes place online via Zoom. Free. Details are at [wbcutah.org](http://wbcutah.org).

## April 9, noon-1:15 p.m.

**“Rising Athenas, Male Allies and the Power of Gender Partnership,”** a Utah Women & Leadership Project event. Speakers are Davis Smith, associate professor of sociology at the U.S. Naval War College; and Brad Johnson, professor of psychology, clinical faculty associate at the U.S. Naval Academy, John Hopkins University. Event takes place online. Free. Details are at <https://www.usu.edu/uwlp/calendar/?id=76537>.

## April 9, 2-6 p.m.

**2021 Job Fair,** a ChamberWest event in collaboration with the Granite School District, Jordan School District, Salt Lake Community College and the Utah Department of Workforce Services. Open to high school students 2-4 p.m. and open to the community 4-6 p.m. Location is Granger High School, 3580 S. 3600 W., West Valley City. Free for ChamberWest members, \$50 for nonmembers. Details are at [chamberwest.com](http://chamberwest.com).

## April 13, 7:30 a.m.-noon

**Women & Business Spring Conference,** a ChamberWest event. Keynote presenters are April Townsend of Townsend Consulting; Aimee Winder Newton, Salt Lake County councilwoman and 2020 gubernatorial candidate; and Michelle McCullough of DreamBoard Media. Location is the Utah Cultural Celebration Center, 1355 W. 3100 S., West Valley City, as well as online. In-person cost is \$75 through April 6 and \$95 thereafter and for nonmembers; virtual cost is \$50. Details are at [chamberwest.com](http://chamberwest.com).



## CALENDAR

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### April 13, noon-1:30 p.m.

**"Starting Your Business 101,"** a Small Business Development Center (SBDC) event that takes place online. Details are at <https://clients.utahsbdc.org/events.aspx>.

### April 13, noon-1 p.m.

**"What Does It Mean to be a Trail Town?"** presented by the Utah Office of Outdoor Recreation and the Utah Trail Forum. Speaker is Amy Camp, author of *Deciding on Trails: 7 Practices of Healthy Trail Towns*. Event takes place online. Free. Registration can be completed at [Eventbrite.com](https://www.eventbrite.com).

### April 13, 4:30-6 p.m.

**"YEA Shark Tank,"** a South Valley Chamber event. Location is Loveland Living Planet Aquarium, 12033 S. Lone Peak Parkway, Draper. Details are at [southvalleychamber.com](https://southvalleychamber.com).

### April 14, 11:30 a.m.-1 p.m.

**"Let's Do Lunch: Meet and Connect,"** a South Valley Chamber event. Location is Lowe's Riverton, 12462 Creek Meadow Road, Riverton. Cost is \$15 for members, \$25 for non-members. Details are at [southvalleychamber.com](https://southvalleychamber.com).

### April 15, 7:30-10 p.m.

**2021 Annual Gala,** an Ogden-Weber Chamber of

Commerce event that was originally the 2021 Annual Gala & After Party scheduled for Feb. 17, 5:45-10 p.m. Annual chamber awards will be presented. Official change in Ogden-Weber Chamber board officers also will take place. Location is Peery's Egyptian Theater, 2415 Washington Blvd., Ogden. Cost is \$25. Details are at [ogdenweberchamber.com](https://ogdenweberchamber.com).

### April 15, 7:45-9:15 a.m.

**"Coffee and Connections,"** a Murray Area Chamber of Commerce event that takes place the first Thursday of each month at Kings Peak Coffee Roasters and the third Thursday of each month online via Zoom. Details are at [murraychamber.org](https://murraychamber.org).

### April 15, 8 a.m.-5 p.m.

**"Intro to Excel,"** a Salt Lake Community College Employee Development Workshop focusing on organizing, formatting and calculating data using Microsoft Excel software. This introduction discusses the ribbon, mini toolbar, ranges, formulas, charts and basic spreadsheets. Location is SLCC's Miller Campus, 9750 S. 300 W., Sandy. Cost is \$249. Virtual participation is available. Details are at <http://www.slcc.edu/workforce/courses/index.aspx>.

### April 15, 8-11 a.m.

**"Meaningful Metrics: Measurement Isn't Enough,"** presented by Salt Lake Community College and iImpact Utah. Event includes an introduction to OKR (Objectives and Key Results), the three-part sys-

tem behind globally successful companies. Location is SLCC's Westpointe Campus, 1060 N. Flyer Way, Salt Lake City. Free, but registration is required. Virtual participation is available. Details are at <https://impactutah.org/events/meaningful-metrics-slcc/>.

### April 16, 7:30-8:30 a.m.

**"Eggs and Issues,"** a Murray Area Chamber of Commerce event. Location is Mimi's Café, 5223 S. State St., Murray. Registration can be completed at [Eventbrite.com](https://www.eventbrite.com).

### April 16, 8-11 a.m.

**"Designing Corporate Women's Networks, Initiatives and Leadership Programs,"** a Utah Women & Leadership Project event. Speaker is Susan Madsen of the Utah State University Jon M. Huntsman School of Business and director of the UWLP. Event takes place online. Free. Details are at <https://www.usu.edu/uwlp/calendar/?id=76537>.

### April 17, 11 a.m.-1 p.m.

**Drive Thru Job/Resource Fair,** a South Jordan Chamber of Commerce event. Location is the Bingham High School parking lot, 2160 South Jordan Parkway, South Jordan. Details are at <https://www.southjordanchamber.org/events>.

### April 20, 8 a.m.-4 p.m.

**"Coaching For Results,"** part of the Salt Lake Community College Frontline Leader

Workshop Series and focusing on developing coaching relationships to help the people on your team improve performance and ensure productivity and profitability for your organization. Location is SLCC's Westpointe Campus, 1060 N. Flyer Way, Salt Lake City. Cost is \$250. Details are at <http://www.slcc.edu/workforce/courses/index.aspx>.

### April 20, 11:30 a.m.-1 p.m.

**Business Alliance Networking Luncheon,** a Davis Chamber of Commerce event. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Cost is \$12 with lunch. Details are at [davischamberofcommerce.com](https://davischamberofcommerce.com).

### April 20, noon

**Professional Development Series Program,** a ChamberWest event. Speakers are Theresa Foxley, president and CEO of the Economic Development Corporation of Utah; and Dan Hemmert, executive director of the Governor's Office of Economic Development. Event takes place online via Zoom. Cost is \$15. Details are at [chamberwest.com](https://chamberwest.com).

### April 20, 1-5 p.m.

**Business to Business Expo,** a Davis Chamber of Commerce event. Keynote speaker Rob Ferre will discuss "Be the First One on the Dance Floor: How to Create a Movement in Your Business." Location is Davis Conference Center, 1651 N. 700 W., Layton. Free for attendees. Details are at [davischamberofcommerce.com](https://davischamberofcommerce.com).

### April 21, 8 a.m.-4 p.m.

**"Lean Manufacturing 101,"** a Salt Lake Community College Employee Development Workshop focusing on gaining a clear understanding of eight wastes in manufacturing and real-world approaches for reducing wastes in a factory simulation. Location is SLCC's Westpointe Campus, 1060 N. Flyer Way, Salt Lake City. Cost is \$300. Virtual participation is available. Details are at <http://www.slcc.edu/workforce/courses/index.aspx>.

### April 21, 8-10 a.m.

**M.A.C.H. Speed Networking,** a Murray Area Chamber of Commerce event that takes place online via Zoom. Free. Details are at [murraychamber.org](https://murraychamber.org).

### April 21, 3:30-4:30 p.m.

**"Business Connections,"** a ChamberWest event that takes place online. Free, but registration is required. Details are at [chamberwest.com](https://chamberwest.com).

### April 22, 7:30-8:30 a.m.

**"Eggs and Issues,"** a

Murray Area Chamber of Commerce event. Location is Mimi's Café, 5223 S. State St., Murray. Registration can be completed at [Eventbrite.com](https://www.eventbrite.com).

### April 22, 8 a.m.-5 p.m.

**"Intermediate Excel,"** a Salt Lake Community College Employee Development Workshop focusing on organizing, formatting and calculating data using Microsoft Excel software. This course builds upon "Intro to Excel" concepts. Location is SLCC's Miller Campus, 9750 S. 300 W., Sandy. Virtual participation is available. Cost is \$249. Details are at <http://www.slcc.edu/workforce/courses/index.aspx>.

### April 22, 1-2 p.m.

**"Virtual Lunch & Learn: Using Canva for Free Quick & Easy Graphic Design,"** a Park City Chamber/Bureau event for members only. Details are at <https://www.visitparkcity.com/members/chamber-bureau-events/rsvp/>.

### April 27, 10 a.m.

**"California-Specific Laws,"** part of the 2021 Employers Council and Paylocity Online Training Series. Free. Details are at <http://info.employerscouncil.org/2021-paylocity-webinar-series>.

### April 27, 11:45 a.m.-1 p.m.

**Women in Business Luncheon,** an Ogden-Weber Chamber of Commerce event that takes place online via Zoom. Details are at [ogdenweberchamber.com](https://ogdenweberchamber.com).

### April 27, 11:30 a.m.-1 p.m.

**Women in Business Luncheon,** a South Valley Chamber event. Speaker is Kim Fisher, Waterford.org national spokesperson. Location is Draper City Council chamber, 1020 Pioneer Road, Draper. Cost is \$20. Details are at [southvalleychamber.com](https://southvalleychamber.com).

### April 28, noon-1 p.m.

**"Solve the Business Puzzle,"** a Women's Business Center of Utah event that takes place online via Zoom. Free. Details are at [wbcutah.org](https://wbcutah.org).

### April 29, 7:15-9 a.m.

**2021 Partners in Education Appreciation Breakfast,** an Ogden-Weber Chamber of Commerce event. Location is Ogden Eccles Conference Center, 2415 Washington Blvd., Ogden. Free. Details are at [ogdenweberchamber.com](https://ogdenweberchamber.com).

### April 29, noon-1 p.m.

**"Funding for Growth"**



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## USU's Space Dynamics Lab delivers technology for NASA mission to Jupiter's moon

Utah State University's Space Dynamics Laboratory (SDL) has created and delivered a crucial subsystem to support NASA's interplanetary mission to determine the habitability of Jupiter's Galilean moon Europa. NASA's Jet Propulsion Laboratory manages the mission, called Europa Clipper.

"The search for life beyond our home planet—it's one of NASA's primary ambitions because to understand humanity's place in the universe, we must discover if Earth is the only place where life exists," SDL said in describing the Clipper mission.

The spacecraft is planned for launch in 2024 and will conduct a detailed survey of Jupiter's moon Europa to determine whether the moon could harbor conditions suitable for life. Among the science instruments Europa Clipper will host to investigate the icy moon is the Mapping Imaging Spectrometer for Europa instrument, or MISE. SDL designed, built, tested and delivered a major component of MISE's thermal management system, which provides the cooling source for the instrument and its detector and rejects the waste heat into space.

The MISE instrument will map Europa's distribution of ices, salts, organics and warmest hotspots by imaging reflected infrared light and separating it into its various wavelengths. These maps will help determine if the moon's suspected ocean is an environment suitable for life and will help reveal Europa's geologic history. The SDL-built Radiator Cryocooler Mount Assembly will transfer heat away from MISE, allowing the instrument's detector and spectrometer to reach a temperature of nearly 80 degrees Kelvin — approximately negative 315 degrees Fahrenheit. Additionally, the cryocooler is equipped with heaters and temperature sensors to protect the cryocooler and radiator from getting too cold.

The MISE infrared detector and other optical components must be cooled to 80 degrees Kelvin to ensure their thermal emissions will not interfere with spectral emissions from Europa. If the instrument is too warm, the emitted energy can interfere with Europa's spectral radiation, which it is designed to measure.

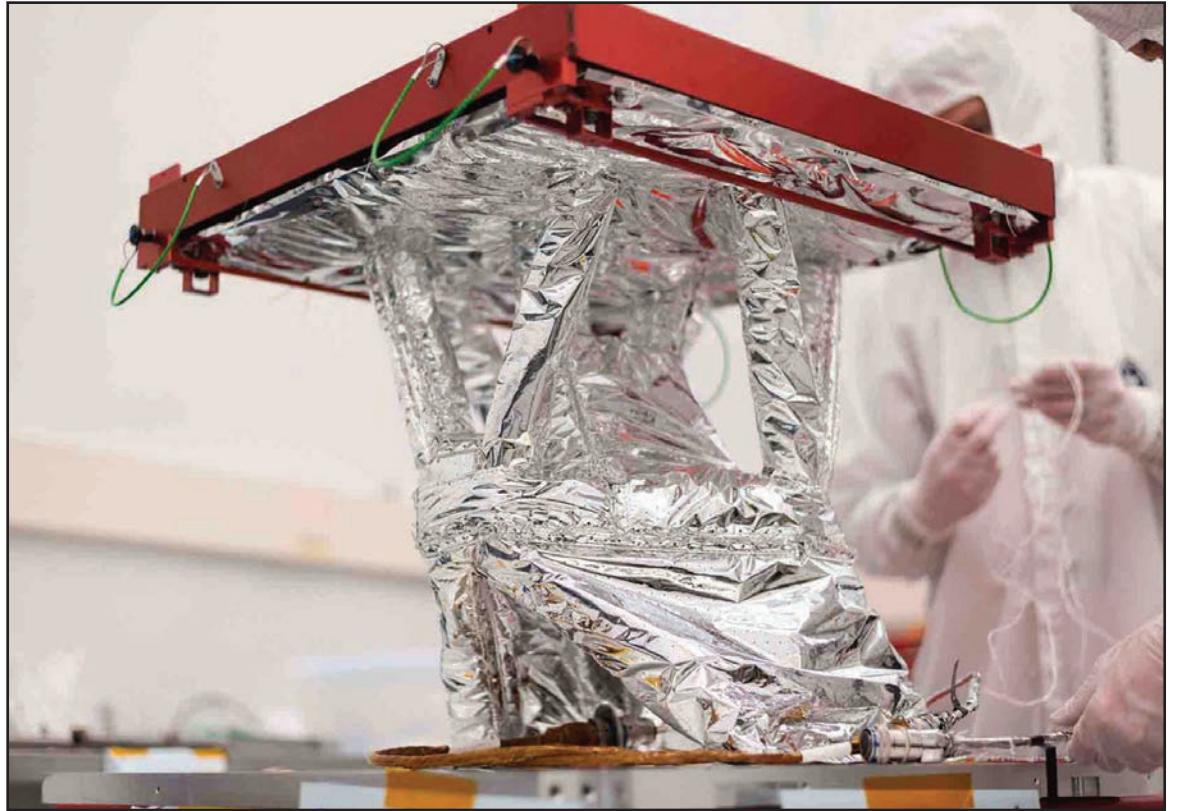
"Because MISE will image Europa in the infrared wavelength, it's critical that the instrument remains cooler than the moon's surface materials. To

accomplish this, SDL provided the Radiator Cryocooler Mount Assembly, which incorporates space-proven technologies such as a radiator, cryocooler, thermal straps, heaters and temperature sensors — all integrated into a structure that can survive launch vibrations and Europa's harsh radiation environment," said Curtis Bingham, SDL's program manager for the project. "It has been an honor for SDL to work under JPL's leadership and contribute to a mission that will help determine if Europa contains the essential ingredients for life."

Among the chief elements that make life possible is water. Water provides the dissolved nutrients for organisms to consume, carries essential chemicals within living cells and allows cells to eliminate waste products. Studies of Europa suggest that the moon could have more water than Earth in the form of a salty ocean below its crust. Scientists have theorized that other building blocks of life were present on Europa as it formed, and as asteroids and comets collided with the moon, they could have left more organic materials.

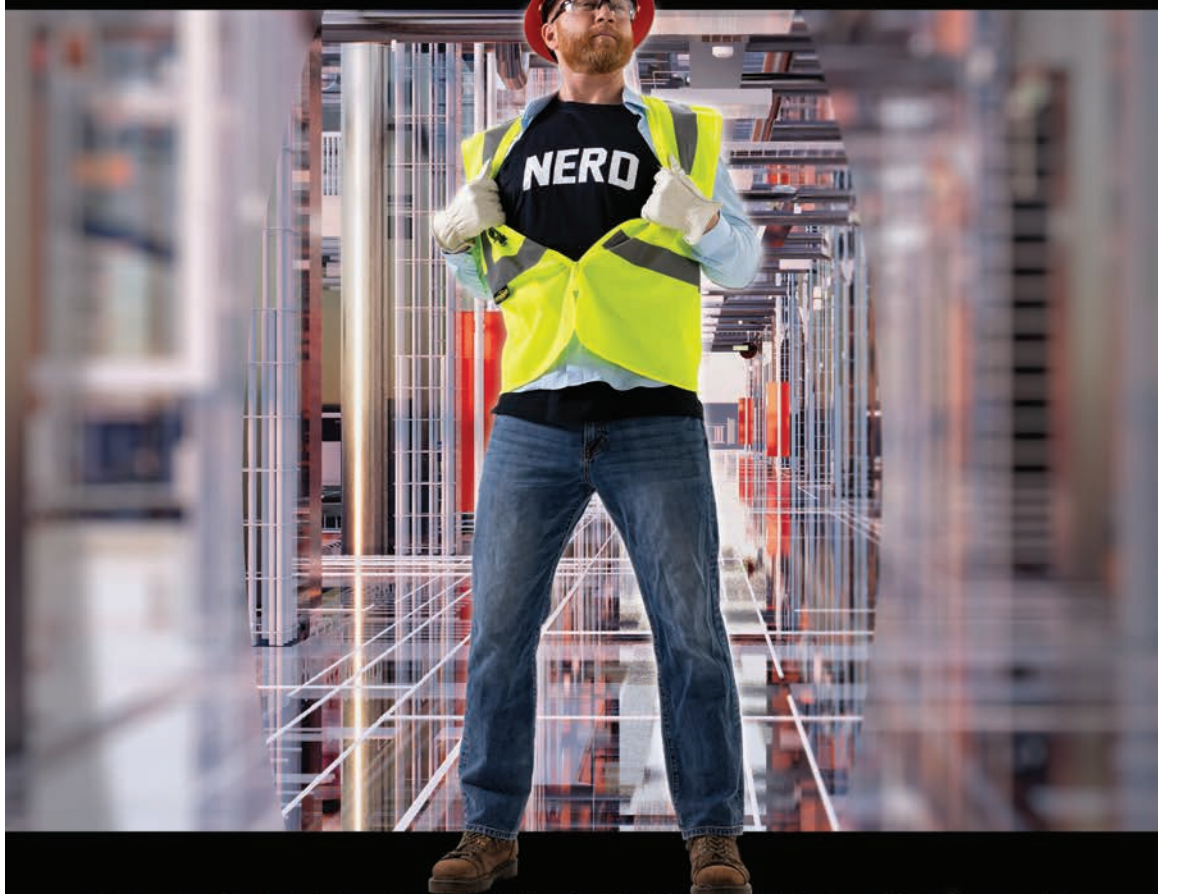
"One of SDL's core competencies is thermal and structural management to mitigate risks for spacecraft electronics and instrument systems that are susceptible to stresses during launch and while operating in the severe space environment. We are privileged to provide NASA with a key component of the thermal management system for the MISE science instrument," said Alan Thurgood, SDL's director of civil and commercial space. "The delivery of the Radiator Cryocooler Mount Assembly represents a continued collaboration between NASA and SDL on extraordinary and storied missions."

SDL has been solving the technical challenges faced by the military, science community and industry for six decades and supports NASA's mission to drive advances in science, technology, aeronautics and space exploration to enhance knowledge, education, innovation, economic vitality and stewardship of Earth. As one of 14 University Affiliated Research Centers, SDL serves as a subject matter expert in its core research areas to the U.S. government, ensuring that essential engineering and technology capabilities are maintained. SDL is a research laboratory headquartered in North Logan and has offices across the country.



In this March 3 photo, Space Dynamics Laboratory engineers prepare the Mapping Imaging Spectrometer for Europa instrument Radiator Cryocooler Mount Assembly for NASA's Europa Clipper mission for shipment from SDL to NASA's Jet Propulsion Laboratory. The MISE RCMA is a thermal management system that will be integrated on Europa Clipper — a spacecraft that will determine the habitability of Jupiter's Galilean moon Europa. (Photo by Allison Bills, Space Dynamics Laboratory)

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# CALENDAR

from page 14

**Workshop**, a Women's Business Center of Utah event that takes place online (available statewide). Free. Details are at [wbcutah.org](http://wbcutah.org).

**April 30, 7:30-8:30 a.m.**  
**"Eggs and Issues,"** a Murray Area Chamber of Commerce event. Location is Mimi's Café, 5223 S. State St., Murray. Registration can be completed at [Eventbrite.com](http://Eventbrite.com).

**May 4, 11:30 a.m.-1 p.m.**  
**Business Alliance Networking Luncheon**, a Davis Chamber of Commerce event. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Cost is \$12 with lunch. Details are at [davischamberofcommerce.com](http://davischamberofcommerce.com).

**May 5-6, 8 a.m.-4 p.m.**  
**"Building and Delivering Effective Training,"** a Salt Lake

Community College Employee Development Workshop focusing on the science of training development and delivery to build and organize knowledge in a way that maintains adult learner engagement. Location is SLCC's Westpointe Campus, 1060 N. Flyer Way, Salt Lake City. Cost is \$500. Virtual participation is available. Details are at <http://www.slcc.edu/workforce/courses/index.aspx>.

**May 5, 3:30-4:30 p.m.**  
**"Business Connections,"** a ChamberWest event that takes place online. Free, but registration is required. Details are at [chamberwest.com](http://chamberwest.com).

**May 6, 6-8 p.m.**  
**"Start Smart,"** a Small Business Development Center (SBDC) event that takes place online. Details are at <https://clients.utahsbdc.org/events.aspx>.

**May 7, 7:30-8:30 a.m.**  
**"Eggs and Issues,"** a Murray Area Chamber of Commerce

event. Location is Mimi's Café, 5223 S. State St., Murray. Registration can be completed at [Eventbrite.com](http://Eventbrite.com).

**May 11, 11:30 a.m.-3 p.m.**  
**Women in Business Golf Clinic**, a ChamberWest event that includes lunch, lessons on both the driving range and putting green, and contests. Location is The Ridge Golf Club, 5055 S. West Ridge Blvd., West Valley City. Cost is \$75 for early-bird members (received by May 4); \$99 for nonmembers and for members after May 4. Details are at [chamberwest.com](http://chamberwest.com).

**May 12-13**  
**2021 Global Value-Based Healthcare Virtual Symposium**, the kickoff of a year-long event that will include webinars, white papers, discussions, and action plans co-hosted by the David Eccles School of Business at the University of Utah and the Green Templeton College at the University of Oxford. Event will feature experts who will move

beyond theory and into practical application by providing concrete steps regarding the transition to value-based care. Early-bird cost is \$75. Details are at <https://eccles.utah.edu/value-based-healthcare/global-value-based-healthcare-symposium/>.

**May 12, 11:30 a.m.-1 p.m.**  
**"Let's Do Lunch,"** a South Valley Chamber event. Location is All-Star Bowling & Entertainment, 12101 S. State St., Draper. Details are at [southvalleychamber.com](http://southvalleychamber.com).

**May 13, 11:30 a.m.-1 p.m.**  
**Health Care Heroes Combined Luncheon**, a Davis Chamber of Commerce event taking place online. Details to be announced at [davischamberofcommerce.com](http://davischamberofcommerce.com).

**May 13, noon-1 p.m.**  
**"Business During Hours,"** an Ogden-Weber Chamber of Commerce event. Speakers from Ogden-Weber Technical College will discuss "Investing in Employee Success." Event takes place online via Zoom. Free for employees of chamber members and first-time guests. Details are at [ogdenweberchamber.com](http://ogdenweberchamber.com)

**May 13, 1-2 p.m.**  
**"Virtual Lunch & Learn: Use YouTube to Grow Your Business,"** a Park City Chamber/Bureau event for members only. Details are at <https://www.visitparkcity.com/members/chamber-bureau-events/rsvp/>.

**May 13, 6-8 p.m.**  
**"Business Essentials,"** a Small Business Development Center (SBDC) event that takes place online. Details are at <https://clients.utahsbdc.org/events.aspx>.

**May 14, 7:30-8:30 a.m.**  
**"Eggs and Issues,"** a Murray Area Chamber of Commerce event. Location is Mimi's Café, 5223 S. State St., Murray. Registration can be completed at [Eventbrite.com](http://Eventbrite.com).

**May 14, 8-9 a.m.**  
**Women in Business Networking**, an Ogden-Weber Chamber of Commerce event that takes place online via Zoom. Free for WIB members. Details are at [ogdenweberchamber.com](http://ogdenweberchamber.com).

**May 18, 11:30 a.m.-1 p.m.**  
**Business Alliance Networking Luncheon**, a Davis Chamber of Commerce event. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Cost is \$12 with lunch. Details are at [davischamberofcommerce.com](http://davischamberofcommerce.com).

**May 18, 8 a.m.-4 p.m.**  
**"Applying Leadership Principles,"** part of the Salt Lake

Community College Frontline Leader Workshop Series and focusing on maximizing performance as you practice coaching, employee development and non-performance conversations in a legal and effective manner. Location is SLCC's Westpointe Campus, 1060 N. Flyer Way, Salt Lake City. Virtual participation is available. Cost is \$250. Details are at <http://www.slcc.edu/workforce/courses/index.aspx>.

**May 18, 10 a.m.**  
**"Diversity, Equity and Inclusion,"** part of the 2021 Employers Council and Paylocity Online Training Series. Free. Details are at <http://info.employerscouncil.org/2021-paylocity-webinar-series>.

**May 19, 8 a.m.-noon**  
**"Lean Pit Crew Challenge,"** a Salt Lake Community College Employee Development Workshop focusing on strengthening your team and learning how to eliminate wasteful processes while physically active in a racing pit stop simulation. Location is SLCC's Westpointe Campus, 1060 N. Flyer Way, Salt Lake City. Cost is \$325. Details are at <http://www.slcc.edu/workforce/courses/index.aspx>

**May 19, 3:30-4:30 p.m.**  
**"Business Connections,"** a ChamberWest event that takes place online. Free, but registration is required. Details are at [chamberwest.com](http://chamberwest.com).

**May 20, 7:30 a.m.-noon**  
**Nubiz Symposium.** Location to be determined. Details are at [ogdenweberchamber.com](http://ogdenweberchamber.com).

**May 21, 7:30-8:30 a.m.**  
**"Eggs and Issues,"** a Murray Area Chamber of Commerce event. Location is Mimi's Café, 5223 S. State St., Murray. Registration can be completed at [Eventbrite.com](http://Eventbrite.com).

**May 21, 8-10 a.m.**  
**M.A.C.H. Speed Networking**, a Murray Area Chamber of Commerce event that takes place online via Zoom. Free. Details are at [murraychamber.org](http://murraychamber.org).

**May 25, 11:30 a.m.-1 p.m.**  
**Women in Business Luncheon**, a South Valley Chamber event. Location is All-Star Bowling & Entertainment, 12101 S. State St., Draper. Details are at [southvalleychamber.com](http://southvalleychamber.com).

**May 25, 11:45 a.m.-1 p.m.**  
**Women in Business Luncheon**, an Ogden-Weber Chamber of Commerce event that takes

see **CALENDAR** page 18

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[SouthValleyChamber.com](http://SouthValleyChamber.com)



## CALENDAR

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place online via Zoom. Details are at [ogdenweberchamber.com](http://ogdenweberchamber.com).

### May 27, 1-2 p.m.

**“Virtual Lunch & Learn: Chamber 101,”** a Park City Chamber/Bureau event. Details are at <https://www.visitparkcity.com/members/chamber-bureau-events/rsvp/>.

### May 28, 7:30-8:30 a.m.

**“Eggs and Issues,”** a Murray Area Chamber of Commerce event. Location is Mimi’s Café, 5223 S. State St., Murray. Registration can be completed at [Eventbrite.com](http://Eventbrite.com).

### June 3, 9-10 a.m.

**Morning Speaker Series,** an Ogden-Weber Chamber of Commerce event that takes place online via Zoom. Free for employees of chamber members and first-time guests. Details are at [ogdenweberchamber.com](http://ogdenweberchamber.com).

### June 4, 7:30-8:30 a.m.

**“Eggs and Issues,”** a Murray Area Chamber of Commerce event. Location is Mimi’s Café, 5223 S. State St., Murray. Registration can be completed at [Eventbrite.com](http://Eventbrite.com).

### June 8, 10 a.m.

**“Overtime: Reducing the Confusion,”** part of the 2021 Employers Council and Paylocity Online Training Series. Free. Details are at <http://info.employerscouncil.org/2021-paylocity-webinar-series>.

### June 9, 11:30 a.m.-1 p.m.

**“Let’s Do Lunch,”** a South Valley Chamber event. Location is All-Star Bowling & Entertainment, 12101 S. State St., Draper. Details are at [southvalleychamber.com](http://southvalleychamber.com).

### June 11, 7:30-8:30 a.m.

**“Eggs and Issues,”** a Murray Area Chamber of Commerce event. Location is Mimi’s Café, 5223 S. State St., Murray. Registration can be completed at [Eventbrite.com](http://Eventbrite.com).

### June 11, 8-9 a.m.

**Women in Business Networking,** an Ogden-Weber Chamber of Commerce event that takes place online via Zoom. Free for WIB members. Details are at [ogdenweberchamber.com](http://ogdenweberchamber.com).

### June 15, 8 a.m.-4 p.m.

**“Effective Presentations,”** part of the Salt Lake Community College Frontline Leader Workshop Series and focusing on planning, designing, developing and delivering coherent and convincing oral presentations. Location is SLCC’s Westpointe Campus, 1060 N. Flyer Way, Salt Lake City. Cost is \$250. Details at <http://www.slcc.edu/workforce/courses/index.aspx>.

### June 15, 5-8:30 p.m.

**Annual Awards Gala,** a ChamberWest event with the theme “Greatest Show in the West: Celebration of Business Community and Connections.” Location is Maverik Center, 3200 S. Decker Lake Drive, West Valley City. Details to be announced at [chamberwest.com](http://chamberwest.com).

### June 16, 8-10 a.m.

**M.A.C.H. Speed Networking,** a Murray Area Chamber of Commerce event that takes place online via Zoom. Free. Details are at [murraychamber.org](http://murraychamber.org).

### June 17, 5:30-7 p.m.

**Member Appreciation Barbecue,** a South Jordan Chamber of Commerce event. Location is City Park Pavilion, 11000 S. Redwood Road, South Jordan. Details are at [southjordanchamber.org](http://southjordanchamber.org).

### June 18, 7:30-8:30 a.m.

**“Eggs and Issues,”** a Murray Area Chamber of Commerce event. Location is Mimi’s Café, 5223 S. State St., Murray. Registration can be completed at [Eventbrite.com](http://Eventbrite.com).

### June 21, 6:30 a.m.2 p.m.

**2021 Annual Golf Tournament,** a Davis Chamber of Commerce event. Location is Valley View Golf Course, 2501 E. Gentile St., Layton. Sponsorships are available. Details to be announced at [davischamberofcommerce.com](http://davischamberofcommerce.com).

### June 22, 11:30 a.m.-1 p.m.

**Women in Business Luncheon,** a South Valley Chamber event. Location is Juan Diego Catholic High School, 300 E. 11800 S., Draper. Details are at [southvalleychamber.com](http://southvalleychamber.com).

### June 22, 11:45 a.m.-1 p.m.

**Women in Business Luncheon,** an Ogden-Weber Chamber of Commerce event that takes place online via Zoom. Details are at [ogdenweberchamber.com](http://ogdenweberchamber.com).

### June 23, noon-1 p.m.

**“Solve the Business Puzzle: Systems: Make More Money and Free Up Your Time,”** a Women’s Business Center of Utah event. Presenter is Kara Laws, co-owner and CEO of Small Town Hub. Event takes place online via Zoom. Free. Details are at [wbcutah.org](http://wbcutah.org).

### June 24, noon-1 p.m.

**“Reasonable Suspicion Programs: Drugs and Alcohol,”** a South Valley Chamber event. Location is BBSI, 75 W. Towne Ridge Parkway, Suite 175, Sandy. Registration can be completed at [http:// https://bbsiutahlunchandlearn.eventbrite.com](http://https://bbsiutahlunchandlearn.eventbrite.com).

### June 25, 7:30-8:30 a.m.

**“Eggs and Issues,”** a Murray Area Chamber of Commerce event. Location is Mimi’s Café, 5223 S. State St., Murray. Registration can be completed at [Eventbrite.com](http://Eventbrite.com).



# CLASSIFIED

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### DATA SCIENCE ENGINEER

**Micron Technology Utah, LLC.** has openings for **Data Science Engineers** in Lehi, UT. Responsible for developing and growing our methods and systems for extracting new insight for our expanding data streams. Mail resume to Nate Burt, 4000 N Flash Drive, MS 2-702, Lehi, Utah 84043. Please reference Job #10878.3270.

### EFA ENGINEER

**Micron Technology Utah, LLC** has openings for **Advanced Electrical Failure Analysis (EFA) Engineer** in Lehi, Utah. Identify and communicate electrical failures and design issues that limit wafer yield, implement new Yield Enhancement (YE) systems, improve team interaction, increase YE productivity and contribute to transforming YE into a high performance team. Mail resume to Nate Burt, 4000 N Flash Drive, MS 2-702, Lehi, Utah 84043. Please reference Job #10878.3497.

## SARAYA

from page 1

of Utah’s health and wellness industry. Utah offers a strong base of suppliers and talent for us in a domestic market that is growing fast.”

The project was announced jointly by the company, the Economic Development Corporation of Utah (EDCUtah), the city of Orem and the Governor’s Office of Economic Development (GOED).

“We first connected with Saraya USA Inc. at the SelectUSA foreign direct investment conference in 2018,” said Theresa A. Foxley, president and CEO of EDCUtah. “Manufacturing continues to be a strong sector for us in the last 12 months, and we welcome the added diversification the company brings to our economy.”

“We welcome Saraya to our

food processing industry,” said Daniel Hemmert, GOED’s executive director. “We’re confident that Utah’s capabilities in importing, exporting and logistics will help the company maintain and increase its growth trajectory.”

Jamie Davidson, Orem’s city manager, said the city is excited for the diversity the company brings and adds to the city’s business base.

“With a worldwide presence already, we look forward to helping Saraya grow and prosper in Orem while taking advantage of the city’s talented workforce already in tune with the cultures the company serves,” Davidson said.

Jake Berlin, business development manager (emeritus), and Colby Cooley, vice president of business development, led this project for EDCUtah. Jarrod Hunt of Colliers in Salt Lake City provided real estate services to the company.



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## BIOFIRE

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port post-pandemic use. The term “de novo” indicates a new process receiving FDA approval.

The BioFire FilmArray RP2.1 detects 22 different viruses and bacteria associated with respiratory tract infections, including SARS-CoV-2, from a single nasopharyngeal swab. It yields results in 45 minutes with two minutes of hands-on time and can be run on the firm’s fully automated FilmArray 2.0 as well as the higher-throughput BioFire Torch systems. The test was originally authorized under the emergency use pathway in May 2020. Prior to that, the firm obtained EUA for a singleplex SARS-CoV-2 test it developed for the FilmArray system.

FDA Acting Commissioner Dr. Janet Woodcock said the BioFire authorization will help pave the way for additional full authorizations of critical COVID-19 diagnostic tests.

“Today’s action is a great demonstration of the FDA’s work to protect the public health in emergency response situations and beyond,” Woodcock said in a statement. “We ensured there were tests made available quickly under Emergency Use Authorization and we continue to work with diagnostic manufacturers to take the next step of ensuring products are FDA reviewed for safety and effectiveness and authorized for marketing under our traditional premarket authorities.”

“While this is the first marketing authorization for a diagnostic test using a traditional premarket review process, we do not expect this to be the last and look for-

ward to working with developers of medical products to move their products through our traditional review pathways,” Woodcock said.

BioFire’s parent company, France-based tech giant BioMérieux, also markets the RP 2.1-EZ Panel that identifies 19 pathogens including SARS-CoV-2 in point of care and near-patient settings.

In its statement, FDA noted that the de novo clearance was based in part on a review of data from a clinical study of more than 500 samples as well as other analytical studies, “which demonstrated a reasonable assurance that the BioFire RP2.1 was safe and effective at identification and differentiation of various respiratory viral and bacterial pathogens.”

As part of the transition to de novo clearance, the EUA status for the BioFire test has been revoked. The FDA noted, however, that the EUA revocation and de novo authorization do not impact the availability of other tests under EUA. FDA also said that, along with this de novo authorization, the agency is establishing special controls that define the requirements related to labeling and performance testing.

“When met, the special controls, in combination with general controls, provide a reasonable assurance of safety and effectiveness for tests of this type,” the FDA release said.

BioFire started as Idaho Technology and moved to Salt Lake City in 1999 to be closer the University of Utah’s talent pool and research assets. The company was acquired by BioMérieux in 2014 and built a \$100 million facility in the UofU’s Research Park which opened in 2017. BioFire has approximately 1,500 employees.

## WOMEN

from page 1

from the pandemic, “we have a tremendous opportunity to rethink our support systems for women and families,” Henderson said. The state is working to boost women through upskilling, retraining, scholarships, mentoring, improved child care options and creative solutions with the private sector, she said. Current programs are being strengthened and new efforts started “that empower woman and expand opportunities for advancement and leadership,” she said.

Those efforts would augment the existing environment, which features over 89,000 women-owned businesses that employ more than 80,000 people in the state. Women also are nearly 45 percent of Utah’s workforce, control most of the consumer purchasing power, control more than one-third of small-business purchasing decisions, and contribute over \$15 billion to the state’s economy annually, she said.

Much of the event discussion focused on ways that individuals, organizations and programs can assist women in business. For example, the Women’s Business Center of Utah is launching a statewide directory of women-owned businesses, “because it’s important to know where they are and who they are so we can support them,” said the organization’s state director, Ann Marie Wallace.

As for individuals, Pat Jones, CEO of Women’s Leadership Institute, suggested that women both seek out examples, mentors and sponsors and also serve in those same roles. Mentors, she

said, can be inside or outside a company or industry; can provide emotional support, feedback and advice; can help mentees navigate corporate politics; and can focus on the mentee’s personal and professional development.

Meanwhile, sponsors often are senior managers with influence in a company, who ensure that women are considered for challenging assignments and other opportunities for advancement.

Women are 54 percent less likely than men to have a sponsor, Jones said. “Sponsors are people that watch out for you when you’re not in the room, but they have influence on who makes the decisions in the organization,” she said.

Whether they are called examples, mentors or sponsors, she said, “we need go out of our way so that woman of all ages and all colors are following and know

that there’s a place for them.”

Speakers also discussed serving on boards, helping organizations or doing volunteer work as ways for women to collectively give back to the community and help others.

“This is a question that I think a lot of people have on how we ‘do it all,’ as they say,” Jones said. “I really don’t think there is any such thing as balance. It’s a matter of prioritizing the same 24 hours each day that we all have.”

Everyone gives back in different ways, she said.

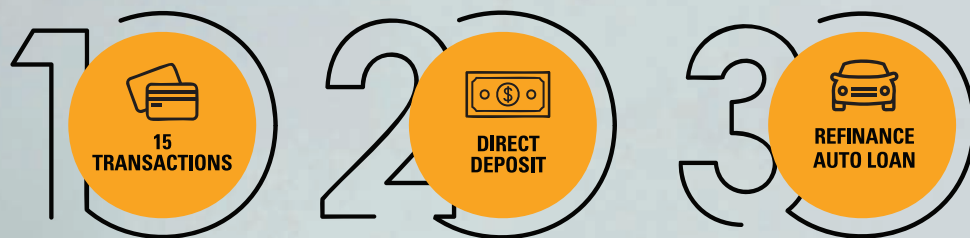
“I think some people feel like, ‘Well, I’ll never be famous, I’m not well known, I don’t do much’ — go down the list. But, really, you don’t need to be any of those things,” Jones said. “It’s the collective work that all women do ... acts that are large and small that will lift our society and make it a better place.”





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